

EDITORIAL

Let's Just Get the Facts

(This is the first of a series of editorials on copyright legislation. The Billboard believes Congress should confine its 1955 legislation on this subject to appropriating money for a fact finding commission to be appointed by the President to explore changes in the entire Copyright Act of 1909.)

Proponents of copyright legislation designed to remove the existing juke box exemption have already laid plans for the introduction of bills in the new Congress convening in January. Thus, for the fourth time in as many years, legislation will have been initiated. And there is little doubt but what one or another of the proposed bills will reach the hearing stage; and so for the fourth time in as many years, juke box operators on the one hand and licensing organizations (preached by ASCAP) on the other, will be presenting the same old conflicting evidence.

Justice moves slowly, often necessarily so. Evolution in the copyright law, as in any major law, moves ponderously. And there is justice in this slowness, for it is difficult to undo the damage caused by a new law that is a bad law.

But those of us who have followed copyright hearings over the years cannot fail to wonder if this annual performance before Congress is not impeding, rather than contributing to progress. Is this series of return engagements the only way to cope with the problem? Isn't there something wrong—and futile—in repeatedly throwing at Congress the responsibility for resolving an issue which is not its own?

Can any useful purpose be served in going through the same routine again with the same principals—ASCAP on the offensive and the operators on the defensive? The same pro and con arguments will be repeated. The same time and money will be wasted.

A new approach is needed. And the way to begin is to take Congress off the hook until the long jam of conflicting and biased testimony is broken by a fact finding commission working in an atmosphere that is free of pressure, bitterness and fear.

The Billboard believes the 1955 Congress should confine itself to legislation that empowers the President to appoint a fact finding commission to undertake the study of all facets of the Copyright Act of 1909. The juke box exemption is only one important phase to be studied. There are others some of which will be considered in next week's editorial, "Inequities Vs. Interdependence."

A history of the legislative attempt to end the juke box exemption from copyright royalties begins on page 21 of this issue.

Small World In High Places

NEW YORK, Nov. 27.—With Charles C. (Bud) Barry sketched to start his new executive duties soon with the William Morris Agency and Alexander (Sandy) Stroman about to begin work with Music Corporation of America (see other story, this page), a strange juxtaposition will take place.

When Barry was viceroy in charge of programming at ABC, he brought Stroman into that network. This was Stroman's initial jockey job, and he stayed with ABC until he became vice-president in charge of the TV network.

CHAMPIONS AND BELAFONTE RING BELL IN DENVER

By FERNIE GEBHARDT

Paul Gregory and Charles Langford have done it again with "Three for Tonight," at the City Auditorium, Denver, Monday (15). With such outstanding shows as "Don Juan in Hell," "John Brown's Body" and "Caine Mutiny Court Martial" belted them; it is hard to visualize what these two could do with a dance team. Regardless of what you imagine, this show is better than that. It has suave, cosmopolitan dancing with sincere down-to-earth presentation, sans the pseudo-elite quality so often found in dance programs.

Marge and Cover Champion do an exceptionally fine job. Technically perfect, the show is original and exceptionally fine pantomime. This makes "Three for Tonight" an outstanding departure from the usual dance show.

Harry Belafonte, so ill with influenza that it was doubtful that he could appear, carried on in true showman fashion, and the good-sized audience never knew that he could (Continued on page 19)

Changing Top Focus Brings Top Brass To Talent Agencies

Barry, Stroman Moves Point Up Trend Toward Packaging Firms

By SAM CHASE

NEW YORK, Nov. 27.—The extreme fluidity of the television business and the drastic manner in which it has been changing, in recent seasons is underlined by the recent moves by the William Morris Agency and MCA-TV, Ltd.

The pacting of Charles C. (Bud) Barry by the former starting January 1, and of Alexander (Sandy) Stroman by the latter starting December 6 point up the radical difference between the TV business today and of years past.

Both former network execs, hired in recent days, will perform virtually identical functions with their new affiliations. They will concentrate on the sale of live and film packages for network airing, and only occasional emphasis on the sale of individual talent. Their activities will center among the top

level brass of blue-chip advertisers and their ad agencies, as well as with networks.

Vital Experience

In acquiring the services of Barry and Stroman, the two top talent and package agencies have grabbed off men with vital experience in the fields they are to cover. Stroman most recently was vice-president in charge of the ABC-TV network, after having headed up programs for that network.

Barry comes to the Morris office from NBC-TV, where he was vice-president in charge of TV program sales after having been program chief both at that network and at ABC. In addition, James Storton, former director of ABC-TV's central division, has been placed to head the Midwest operation for MCA-TV, reporting to Dave Sutton, film syndication and to Stroman and Sonny Werblin on network business.

The need for execs of this stature stems directly from the changes being made by TV itself. More and more, selling on TV has become a top-level proposition, with shows often being bought directly by the highest echelons of a major corporation rather than by time-layers or department heads of ad agencies, as in the radio days of yore.

Past Evolution

TV itself has become so expensive, and contracts have undergone such an evolution since the heyday of network radio, that few advertisers can or would be willing to leave their program purchases to their ad agencies. For one thing, more and more network contracts now are written for firm 30-week periods, rather than on the old 13-week option basis.

One main reason for this is the continuing transition of the film business to television. Each year brings a heavier proportion of film fare. Sponsors must, in nearly every case, commit themselves to 39 weeks of film.

In view of the sky-high commitments for time and talent thus involved, the ultimate decision on sponsorship under such circumstances (Continued on page 22)

Season's First Cancellations Hit TV Networks as Sponsors Wield A...

TV networks are being hit with the season's first rash of cancellations. Kraft Foods, Brille, Pillsbury Mills and Green Giant Foods wield the axe on properties which have failed to produce for them. Page 2

TV Film Pays Off For Music Trust Fund, 1954 Total Hits 1 Million ...

The Music Performance Trust Fund will collect over \$1,000,000 from TV film sales in 1954. Meanwhile, it is getting new contributors signed up to its five-year contract, which is effective as of February 1, 1955, which is effective as of February 1, 1955. Page 6

Better Ratings Result From New TV Film Syndication Philosophy ...

Sponsors and stations are benefiting from a new development in TV film syndication—the marketing of first-run product in marginal time periods on a multiple-run basis. This has been better ratings from properties exclusively built for TV consumption. Page 6

335 Cartoons With Sound Become Available To TV, Product Good ...

TV stations are getting a crack at 335 cartoons, all with sound and produced since 1932, just put into distribution by two distributors, Hygo and Motion Pictures for Television. This amounts to 40 per cent of the number that have been in TV until now, and these are generally better than any of the other offerings of packaged merchandise. Page 11

EP's Take on Aspect of Pop Singles Complete With Last ...

Record labels increase their output of expected pop disk which are designed to compete with single disks for the consumer dollar. While taking on more of the appeal of the pop single, the EP retains the price and attributes of packaged merchandise. Page 20

Did Label Rush to Cut In on 'Lover,' Columbia Holds Line ...

The excitement over "Let Me Go, Lover," continued this week after the Joan Weber re-

cording of the tune on Columbia broke loose last week due to its TV exposure on "Studio One." Other firms competed keenly with their cover records but the Joan Weber recording appeared comfortably ahead, with the Patti Page version a fair second. Page 20

Pacting of Cleveland Jockey Bill Handle by WCBS, N. Y., Cues Trend ...

Bill Handle, one of the nation's top disk jockeys, will do a weekly Saturday afternoon show over WCBS, New York, starting December 25. The pacting of the WCBS, Cleveland, jockey, by CBS's New York flagship spotlights the trend for key network radio outlets to put more and more emphasis on local disk jockey programming. Page 20

National Showmen's Association Holds Gala Annual Banquet ...

More than 800 banquet guests jammed the Hotel Astor's grand ballroom Wednesday (24) for the annual gala affair of the National Showmen's Association, with a long and varied entertainment program being offered. Highlighting the evening was the giving of special awards for service and membership activities to several members of the N.S.A. and its Ladies Auxiliary. Page 54

New Juke Title Strips Playing Up Record Artist Show Rapid Gains ...

J. P. Seeborg Corporation's new-look duplex juke strips for juke boxes gain wide national distribution. Strip gives greater prominence to recording artist, indicates growing interest by juke box players in artists. Page 72

DEPARTMENTS AND FEATURES

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Rope Tricks Cut Tent Cost

NEW YORK, Nov. 27.—The difficult and costly movement of heavy circus equipment has been eased by technical advances made by Hoot Bros. Circus. This week a new big top featuring lightweight wire cable instead of the heavy conventional manila rope was unveiled. Besides offering greater durability and strength, the cable will make it possible for one man to do the work of three. Other recent advances inaugurated by Charles T. Hoot, octogenarian owner, include lightweight aluminum poles and mobile grandstands.

TELEVISION

Major Programs Cancelled on Three Webs by Top Sponsors

**ABC Hurt by Withdrawal of Kraft
And Brillo; NBC, CBS Also Affected**

NEW YORK, Nov. 27. — With the season well under way, sponsor dissatisfaction this week manifested itself in several important network shows being cancelled on three webs. An important corollary to this was the frantic jockeying by CBS-TV to reschedule its shows and strengthen several of its evenings.

ON THE BEAM

Luxembourg's Sponsored TV For England

LONDON, Nov. 27. — Radio Luxembourg, whose commercially sponsored AM programs are the only ones regularly received in Britain, now has completed plans for the first fully-commercial TV service in Europe. Transmission over a limited area reaching Northern and Western European countries will begin in January.

Luxembourg execs are mulling a scheme now which will carry the program across the Channel to this country before the Independent Television Authority's own commercial programs get under way next fall. How this is to be done economically has not yet been disclosed.

Swanson Dips In Sugar Bowl

NEW YORK, Nov. 27.—G. H. Swanson, this week's one-third of ABC-TV's Sugar Bowl football game, which the web will televise the second advertiser that has moved into the one-shot, American Chicle previously bought one-third. ABC-TV now has one-third left for sale.

GE Nabs Stewart For Sunday Film

NEW YORK, Nov. 27.—General Electric this week nabbed one of the major Hollywood names still to be seen in TV when Jimmy Stewart agreed to star on its Sunday night filmed dramatic show on CBS-TV. Stewart will be seen in a vehicle yet to be selected, shooting on which will begin in January.

Coca Goes on Top in Consolidated Markets

NEW YORK, Nov. 27.—NBC-TV is now offering the Imogene Cooch show virtually as a co-op basis in markets outside the ones taken by its network sponsors — the first time that the network at such status has been available in this manner. The Saturday night program is sponsored on the network by four clients—Johnson and Johnson, the Lewis How Company, Griffin Soap Polish, and S.D.S.

Ten of the NBC affiliates have already picked up the musical comedy, a co-op. These NBC outlets do not pay the network anything until they sell the show locally, when, when it becomes commercial, they pay a nominal fee which varies.

The most drastic blow was taken on the chin by ABC-TV. A good chunk was carved out of its Thursday evening operation when Kraft cancelled its hour dramatic show, and Brillo gave up on Sammy Kaye. "So You Want to Lead a Band," which precedes it.

There were various reasons given for the properties being dumped, including a former strike against Kraft Foods, but both shows have found to win the favor of local audiences. Kraft, of course, still has another hour of drama on NBC-TV Wednesday nights. ABC-TV now faces the formidable task of reselling time, no mean trick at this stage of the season.

NBC Affected
NBC-TV is faced with the cancellation of an hour of time Saturday 8:30 p.m. opposite Jackie Gleason who is on CBS-TV. Green Giant and Pillsbury have given up on Cuffy Mulligan, a Mickey Rooney vehicle, which is in the first half hour, and Toni is trying to move out of sponsorship of "Place the Face," now in the second half hour.
Toni will go to alternate weeks beginning January 1 when Maytag was slated to share sponsorship of a new film show, Maytag however, isn't, and Toni definitely wants out of even half the sponsorship of the 30 minutes. NBC-TV, however, reportedly is throwing its weight around and

SOAP OPERA SWEEPSTAKES

ABC Mulling Plan to Enter With Weekly Blocks of Filmed Weepers

NEW YORK, Nov. 27.—ABC-TV's entry into the daytime soap opera sweepstakes via a block of filmed dramas this year was set off last week when the network ship with ABC Film Syndication, is in the mulling stage at the web. Considerable investigation and planning still has to be done before the web brass give the go-ahead signal to put the idea into operation.

But if it's carried out successfully, it would: (1) provide the network with soap opera on film; (2) provide ABC Film Syndication with versatile properties that could be syndicated in any of three ways—a quarter-hour across-the-board stanza, a once-a-week, hour-long stanza, or a half-hour once-a-week show.

Thought of expanding its day-

The network is offering the show in this manner as an extra program service to its affiliates, which has no plans to amplify the service. In fact, it may recapture the program in the first time that the network at such status has been available in this manner. The Saturday night program is sponsored on the network by four clients—Johnson and Johnson, the Lewis How Company, Griffin Soap Polish, and S.D.S.

Last year "Who Said That?" was the first time that the network in addition to Imogene Cooch, the Canadian football games and "The American Forum of the Air" are also being offered by the web on that basis.

telling Toni that if it moves out of Saturday nights, it can't have Sunday at 7 p.m., which it now sponsors.

CBS Changes
The purchase of Red Skelton by Johnson's Wax and Red Mink as a replacement for "Life with Father" on CBS-TV is virtually set. This, of course, would mean Skelton out of Tuesdays at 8 where he now holds forth without a sponsor. CBS-TV is trying to use the Skelton buy as a trigger to revise its programming on Tuesdays, Thursdays and Saturdays, if that can be accomplished. There is a multi-time period swap now in the works at the network, which would involve five or six programs.

The idea is to strengthen the programming on these days. A key factor in these shifts is Plymouth, which is considering "Professional Father" to replace "That's My Boy" and which would like another period instead of Saturdays at 10 p.m.

At the moment, the plan seems to be to slot Skelton Tuesdays 9:30-10, push "Danger" to the following half hour and slot another show to go Thursdays 8:30-9. Skelton says Tuesday, 8:30-9, even on a sustaining basis. The show would also like to slot another show to go Thursdays 8:30-9. Skelton says Tuesday, 8:30-9, even on a sustaining basis. The show would also like to slot another show to go Thursdays 8:30-9. Skelton says Tuesday, 8:30-9, even on a sustaining basis.

hour installations. The beginning of each week would bring with it a new story, and a new cast. Each block of five serials would be filmed more or less as if it were an hour film stanza, probably using a half-hour time production technique, estimated that it would cost considerably less than \$16,000 for a week's supply of quarter-hour episodes.

ABC-TV would first sell the stanza to a network sponsor, probably for slotting after "Breakfast Club." After the network sale, (Continued on page 3)

CBS PLOTS ADD SMALLER STATIONS

Web Would Deliver Optional Outlets Thru New Cost-Per-Thousand Plan

NEW YORK, Nov. 27. — The CBS-TV network has taken a step which could literally revitalize TV in the small markets and create considerable advertiser demand that has been abandoned when and if a decision is reached to go ahead with the soap-opera-on-film plans.

As envisioned by Program Director Bob Lewine, the idea is to launch into a daytime program that tells a complete story in a single week, serialized in five quarters.

hour Stations in the plan are also being asked to pay a nominal program charge of \$5 per spot. If it is on line or else to pay cable, local connection and transmission live. (Continued on page 3)

STATION IS SPONSOR OF FOOTBALL TILT

OMAHA, Nov. 27. — The usual procedure of accepting sponsors will be reversed next New Year's Day by local outlet KATV. The station is itself putting out \$10,000 to sponsor the trip to Orlando, Fla., by the football team of municipally owned Omaha University.

The school, which racked up an unbeaten record of record this fall, had been invited to play in the Tangerine Bowl charity fry but lacked the wherewithal to make the trip. Whereupon Owen Sadler, executive vicepres and general manager of the station, demonstrated the outfit's commercial spirit by leaping into the breach with the loot. With no TV coverage of the event planned, the station would even be able to air the tilt.

"Kukla," Cathedral For ABC Yuletide

NEW YORK, Nov. 27.—ABC-TV's special programming for Christmas began taking shape this week. The web is scheduling a special hour "Kukla, Fran and Ollie" afternoon stanza and an hour nighttime pick-up from the Cathedral of St. John the Divine.

The "Kukla, Fran and Ollie" show starts for 4:35 p.m. EST, will see Burr Tillstrom's creative ad an adaptation of James Thurber's play, "Many Moons." The cathedral remote will hit the air 11:12 midnight.

hour installations. The beginning of each week would bring with it a new story, and a new cast. Each block of five serials would be filmed more or less as if it were an hour film stanza, probably using a half-hour time production technique, estimated that it would cost considerably less than \$16,000 for a week's supply of quarter-hour episodes.

ABC-TV would first sell the stanza to a network sponsor, probably for slotting after "Breakfast Club." After the network sale, (Continued on page 3)

Bromo Buys 'Chance' Slot

NEW YORK, Nov. 27.—Emerson Drug for Bromo-Seltzer has signed as alternate-week sponsor of DuMont's "Chance of Lifetime" replacing D. Lowland, which built the same agency, Lennen & Newell. Meanwhile, the other sponsor, Leuthner, has renewed for 39 weeks this Cunningham & Walsh.

Bromo-Seltzer's first TV network sponsorship. It also has the film series "Janet Dean, Regisville" in circulation. In some use this network will pay as \$30 an

Ed Sullivan in New Year Pact With CBS

NEW YORK, Nov. 27. — Ed Sullivan this week signed a 20-year contract with CBS-TV, thus ending reports that NBC-TV was about to bring him over to that network. Sullivan was repeated as producer-host of "Toast of the Town," which this season has been doing better than ever for Lincoln-Mercury in its Sunday night CBS-TV slot.

"Toast" was one of the pioneer variety shows in TV. It started on the network on June 30, 1948, and before that began its career over WPIX here. Sullivan has been responsible for broadening the meaning of variety on TV. He has offered film clips and movie stanzas, has done biographies of famous show business entertainers and producers, and is responsible for many other TV innovations.

HOPE, CROSBY SELLING OIL

NEW YORK, Nov. 27. — Bob Hope and Bing Crosby have taken the road to oil profits. The comedian and the crooner this week were involved in a \$21,000,000 sale of oil properties in which they each own 10 per cent.

This means that they will collect a tidy \$3,375,000. The sale is of oil properties in the Hope-Crosby combine is W. A. Moncrief, Fort Worth oil producer.

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IT'S EIDOPHORI! SH!

Fox Color Theater TV
May Be Unveiled January

Theo's still hush-hush, 20th Century-Fox's color theater TV system, Eidophori, is now out of the experimental and development stage and will probably be demonstrated to the industry shortly at the January 1 meeting.

Eidophori's emergence from General Electric laboratories, however, leaves it some way to go yet before it moves into theaters across the nation.

Highly touted as the force that will provide a powerful boost to the struggling closed circuit TV medium, Eidophori is now being tested in a program that home color TV is up against: namely, what comes first, color programming or buying

of color TV units. Unlike the networks, the producers of theater TV programming cannot afford to put on color shows in order to help the sale of color sets.

Everyone agrees that large screen color TV will prove a tremendous loss to closed circuit events, such as the November 8 Metropolitan Opera live-off-theater telecast and the December 8 Kaiser-Willys industrial production, by making them much more attractive to audiences.

The question now is who's going to make the first move—the theaters or the closed circuit producers?

BEHIND-SCENES STRUGGLE

ABC-TV Forges Ahead in Station Line-Ups
Nabs 5 New Markets

NEW YORK, Nov. 27.—ABC-TV has been rapidly forging ahead in the past few months in the behind-the-scenes struggle to build up the station line-ups it can offer its affiliates.

Since August 1, for instance, it has picked up new VHF affiliates it can call its own in five important markets in which it previously maintained only a tokenhold. Additionally, it has done the same in other smaller markets where it similarly had been sharing an affiliate with other CBS and NBC, a situation that made it nigh impossible to obtain a decent amount of prime air time.

The five important markets in which the web recently gained its own full-time affiliates are Salt Lake City; Milwaukee; Tulsa, Okla.; Wichita, Kan.; and Houston. Together, these markets account for close to 1,500,000 TV homes. The ABC-TV is still far behind NBC and CBS in its ability to deliver saturation coverage as a matter of course. It's felt that it is a question of time before the gap will be closed up. As third stations come on the air in two major markets, ABC latches on to them in short order.

Even today, however, ABC is

capable of blanketing America's TV audience when the conditions are right. Its "Disneyland" station, for instance, can now be picked up by 98.4 per cent of all TV homes in the U.S.

NBC and CBS, of course, are also continually strengthening their line-ups. As new TV markets open up, these webs usually are given the lion's share of time, leaving ABC to play second fiddle. But for the most part, these new mar-

kets being opened to TV affiliates for the first time are pretty small.

In the bigger markets, where CBS and NBC are already well established, new stations going on the air by no means have a two major web. They are to the other two major webs. For one thing, they give ABC an opportunity to air many of its shows in these markets for the first time, an event which serves a twofold purpose: it increases ABC's local audience and it cuts NBC's and CBS' audience by the same amount.

RESTLESS PEOPLE

Four new appointments were made this week by Needham, Louis & Bruyl, John Scott Keck, former radio-TV director of Henri Hurst & McDonald, has joined NLAB as assistant radio-TV director. Keck has worked with such shows as "Sopranos," "Howdy Doody," "Pinky Lee" and "Today." Edmund W. J. Faison, former psychologist in the Air Force, has joined NLAB's research staff. Bruce McLean, formerly of the firm's Toronto subsidiary, will act as assistant to all Canadian major accounts. Raymond Fleishman, formerly with N. W. Ayer, becomes an assistant account executive with NLAB.

Jack Denninger was named vice president of Blair TV, Inc., with the announcement coming from William H. Weldon, president of the TV representative firm.

William Smutzer has joined the advertising and promotion department of local NBC staff here for both radio and television. He was formerly with the Chicago ABC promotion department.

WNBQ-TV's new "Weekend Workshop" starring Jim Hamilton and Kay Westfall, will air its debut Saturday (20) over the NBC C & O network.

William G. Matrone, formerly of ABC-TV's sales department, has joined CBS-TV as a sales account executive. Robert S. Wilson has resigned the post of commercial manager of KCU-TV, Galveston, Tex., the end of this month. Tom O'Neil, president of General TeleRadio, has been named chairman of the committee which will run the gunship for Brand Names Day next year.

Robert Costello has been elected vice president in charge of production for Talent Associates. He joined the firm in April after a two-year stint at NBC. William H. Jensen, who added that of a verve's stripes by William H. Weinstein agency.

The extent to which ABC has steadily strengthened its coverage is indicated by a study of Nielsen coverage figures for the first half of September of last year as compared to the same period this year. In 1953, according to Nielsen, the average nighttime commercial program had a 77.2 coverage factor. In 1954, the average nighttime commercial program had a 77.2 coverage factor. In 1954, the average factor higher than the average.

This September, Nielsen reports that the average show had an 80.9 coverage factor. ABC-TV aired nine hours of programming that boasted a coverage factor higher than 80.9. Shows such as "Disneyland" which bowed after November 1, it should be noted, are not included in these figures.

ABC currently has a total of 217 affiliates, more than 45 of which are VHF stations. All but six of the 29 affiliates it has added within the past three months are VHF stations.

Down Under To
Get Sub TV Via
Zenith System

CHICAGO, Nov. 27.—Australia and New Zealand, under the terms of a contract between Zenith Radio Corporation, Chicago, and the Rola Company, Melbourne, Australia, will be introduced to subscription television utilizing Zenith's Phonovision system.

Under the terms of the contract, Rola is to organize a new corporation which will be licensed under the Zenith patents. The new firm will immediately seek governmental and industry support for Phonovision in charge of production for Talent Associates. He joined the firm in April after a two-year stint at NBC. William H. Jensen, who added that of a verve's stripes by William H. Weinstein agency.

Fluid TV Puts Top Execs in Agencies

Continued from page 1

stances usually falls to the top man of agency, bankroller. Both the Morris office and MICA consequently have decided they must themselves get the kind of top men who can deal with such two top men.

Net Control
This week is even more accentuated by the aggressive control being grasped by the networks over the program fare they air. Where, in network radio days, the customary thing was for ad agencies to build shows for their clients, currently the bulk of all network TV programming is in the hands of the webs themselves.

The move by Procter & Gamble recently to buy half of three CBS-TV properties (The Billboard, November 13) was a key example of a major advertiser giving up the ghost of programing for good.

One result of this trend has been increased activity at MICA and Morris. The networks now have greater need than ever to come up with new packages, and both of the talent offices have been working to find new talent to keep their needs filled. Virtually every major situation comedy at present on the web was picked up as a complete package out of one or the other of the firms.

Along this season's new entries also are the George Gobel show, the Mickey Rooney show and the Celeste Holm stanza.

Good Meet
The best customers for these packages now are the networks, who then re-sell to the advertisers. Agencies are still being called by bankrollers who will take the plunge on their own. However, the networks are in a better position to gamble, whereas the adver-

se advertiser cannot afford to take a step in view of the costs involved.

Stronach and Barry thus are, in effect, the state of the top men and the Morris office. Their functions, in opposition to each other, will be to connect the strongest possible tie with the networks and to pitch, both directly and in conjunction with the webs, the shows and personalities they represent to executives in the highest echelons of prospective sponsors.

Soap Opera

Continued from page 2

ABC Film Syndication would like to be syndicated in the property in markets where the network also is not being broadcast. In addition to being offered as an across-the-board strip, the show could also be syndicated as an hour-long, once-a-week stanza by putting together the five serialized episodes; it might also be made available in half-hour, once-a-week form.

One of the properties being considered for this venture is "My True Story," currently an ABC Radio serial.

By partnering with ABC Film Syndication, the network would have to invest no more than the cost to produce a live soap opera. The additional production cost necessitated by filming of the stanza would be shelved when the network is ready to produce.

Actual filming of the stanza would be farmed out to an independent TV film producer. Hal Roach Jr., who is one of the part-

CBS Plots Aid

Continued from page 2

ners with ABC Film Syndication in the Radio Corporation's production of "Passport to Danger" might be one of the producers considered for the task.

The idea of using a single story for each week's strip is currently being utilized on NBC-TV's "Modern Romances" by Stark-Jerry Layton package, which also is being considered by Procter & Gamble, its sponsor, for conversion to film. That deal, if it occurs, would enable the series to be syndicated in markets where it is not being aired by Procter & Gamble, likely to more than get back the additional filming cost from first run and possibly residual syndication sales.

Max F. Balcan, board chairman of the Radio-Electronics-Television Manufacturers Association, announced this week that RETMA will support increasing tariffs on imports of radio-TV equipment, and elimination of the 10 per cent excise tax on color TV receivers and reduction of the tax on black-white TV sets from 10 per cent to 5 per cent. RETMA reports that set and parts manufacturers fear foreign competition will increase and will result in some reduction in U. S. employment.

NEW BREF

October sales at WPFT, Philadelphia, beat all existing sales highs. The month was up 11.6 per cent over the same 31-day period last year and topped the previous high of November, 1953, by 5.3 per cent. Sales for the first 10 months of the year are running 20 per cent over the same period last year.

Expectation that the Federal Communications Commission will act soon on TV booster and satellites was raised this week by Commissioner R. E. Lee in a speech before the National Association of TV and Radio Broadcasters in Chicago. Lee said that the FCC directors that the FCC is seriously concerned with providing service to all of the rural and small community areas of the country. He added that FCC action in permitting VHF repeater stations was one step toward providing TV service to communities too small to warrant TV broadcast stations under present conditions.

Retail sales of color television sets will reach 300,000 next year while black-white set sales will hit 6,000,000, according to predictions of radio-TV set and component makers pulled by the Radio-Electronics-Television Manufacturers Association.

SUPER POWER

WGA-TV

NBC
CBS
DUMONT

LANCASTER, PENNSYLVANIA

316,000 WATTS

Covers a vast, prosperous

territory—a rich target for your advertising dollar

Steinman Station

Clair McCollough, President

Represented by
WEEKER TV, INC.
NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO

RED-HOT and READY

Dazzling
**MUSICAL
REVUES!**

**LAUGHS!
STARS!
SONGS!**

Hilarious
**COMEDY
STORIES!**

Something different and
exciting every week . . .

To capture the most responsive audience in TV history! With Cantor alone, the show would be terrific! Add music, girls, dancers, stories and guest stars like Brian Aherne, Dah DeFore, Pat Crowley and many more, and the series is absolutely irresistible! Here indeed is a most magnificent triumph in TV entertainment!

**ELABORATE!
BIG!
LAVISH!**

WITH
**EDDIE
CANTOR**

YOUR STAR, YOUR HOST,
YOUR PRODUCER!

MUSIC...

all special arrangements
by **DAVID ROSE**
(of "Holiday for Strings" fame!)



to make sales sizzle for you!

ZIV's
GLORIOUS NEW TV EXTRAVAGANZA

**"THE EDDIE
CANTOR
COMEDY THEATRE"**

HURRY! Capitalize on the Cantor
name and fame **NOW** before your
market is closed.



This One



KR2T-SUC-3RLU

First-Run Series for Late Hours Boon to Stations

Syndicators Also Gain Advantages In Broad Shift Toward Multiple-Run Plan

By LEON MORSE

NEW YORK, Nov. 27.—Video stations and advertisers in key cities around the country are now getting a crack at first-run syndicated film programming in the Class C and D time periods, which bring the lowest rates. This situation is the result of the serious time clearance problem in the prime evening hours, and the increasingly competitive programming situation among film distributors.

The most striking example is United Television Programs, which is beginning to back up sales on its "Smith Plan." The deal offers three first-run UTP series—"Where Were You," "Waterfront," and "Lone Wolf"—to outlets, mainly for their 11 p.m.-midnight time spots for multiple runs. And virtually every syndicator, with the exception of Ziv-TV, offers shows on the same multiple run basis in order to move their product.

Consequently, shows which are designed for TV exclusively and which cost between \$15,000 and

\$20,000 per episode, are now being sold for time periods in which they would ordinarily not be available. And the stations pass on such up programming fare to local advertisers, who now are able to

Lowell Thomas Vidfilm Readied

NEW YORK, Nov. 27.—A new vidfilm series is in preparation which features Lowell Thomas. The property would be titled "Lowell Thomas Words" and would concern itself with tidbits in the news. It would be shot at the Fox-Newton Studios.

Thomas has never been on TV in a regular series, and his debut has long been overdue. The CBS-TV network would have first crack at the show, since the commentator has a contract with the web.

get better ratings with such properties than with their former fare, whether they wish to buy only spots in them or to sponsor them exclusively.

Distributors, for the first time, are selling their shows in marginal time periods because the exigencies of today's film market make it necessary that they use whatever scheme will recoup the investments of the producers they represent. Since a time is not available, they are willing to sell in B, C and D time assuming that they can get enough dough out of such a sale.

The multiple run is the key to the syndicator's way out. By showing a film several times a distributor can realize as much money as he would for one shot. Certainly he sacrifices some of the residual value of the series, but he meets his immediate problem, which is to keep he show liquid by, at least, returning its production cost. If he wants to wait until next season or longer for a break, he

(Continued on page 11)

Music Trust Fund Will Reap Million Dollars From Video Film This Year

NEW YORK, Nov. 27.—Music in TV film shows will cost sponsors and producers more than \$1,000,000 in 1954. The Music Performance Trust Fund is expected to collect on shows produced under the contract which

expired January 31. But meanwhile a new five-year contract is in the process of being signed by the Music Performance Trust Fund and the Music Performance Trust Fund is expected to collect on shows produced under the contract which

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expired January 31. But meanwhile a new five-year contract is in the process of being signed by the Music Performance Trust Fund and the Music Performance Trust Fund is expected to collect on shows produced under the contract which

cent payments results not only from the fact that more shows are on the air but also that more of them pay the fee. The fee follows from the trend toward shows using live music.

For example of this is Ziv-TV. After abstaining entirely from the first Trust agreement, Ziv became one of the first to sign the Trust agreement. Until this year Ziv produced only dramatic shows

(Continued on page 10)

P&G 'Oakley' Test for Cincy

NEW YORK, Nov. 27.—Procter & Gamble has bought alternate weeks of "Annie Oakley" from CBS-TV Film Sales for Cincinnati to test the show. Should the vidfilm series help the soap company move its products, the likelihood is that the property will be bought for many more markets on an alternate week basis.

About 80 cities are available to the chain in this market. The Popcorn is the national spot advertiser which is programming alternate weeks of the show in 112 markets.

UTP Pix to MCA-TV In \$1 Mil Plus Deal

HOLLYWOOD, Nov. 27.—Agreement has been reached between MCA-TV and United Television Programs, under which 100 UTP stock will be transferred to the MCA-TV film distributing firm. December 15 is the target date for MCA-TV to receive the stock. MCA-TV is reportedly paying more than \$1,000,000 for the UTP stock, contracts and distribution rights to its film properties. Contracts concluding the deal will be signed within the next few weeks.

Under this arrangement, Cross-Krasne series will be distributed by MCA-TV but ownership of these films will be retained by the G-K firm. Jack Cross and Phil Krasne will own and continue to produce "Big Town" and "Lone Wolf" among others.

The terms of the agreement tie G-K to a long-term exclusive distribution arrangement with MCA-TV whereby all TV film series

produced by G-K will be funneled thru the MCA firm.

Once Cross-Krasne, owners of UTP, have bowed from the distribution field, the firm intends to concentrate all its resources on TV film production. Plans are now being reached to triple G-K's production activity. Shows scheduled for release will be sold or "rented" include "Alma Jummy" and "The Gentle Giant" of "O Henry Playhouse." Two of the three films will be sold to the G-K firm. C-K also expects to expand its activity in the commercial field. Construction will be started on three new sound stages at G-K's California Studios to handle the accelerated production schedule.

G-K intends to realign its production forces according to the unit system followed in the theatrical film world with each unit to be headed by producers in charge of specific series assignments.

Screen Gems, Y&R Talk Pix For Lincoln

NEW YORK, Nov. 27.—Lincoln Motors is reportedly in the market for a vidfilm series. Now handled by a new agency, Young & Rubicam, the advertiser is said to be looking at an idea presented by Screen Gems.

Whether Lincoln would be able to afford any new show in addition to "Toast of the Town" is a matter of conjecture. And should Lincoln bow out of "Toast," whether the Mercury division might face the show again is extremely problematical.

This leads to the conclusion that E. Sullivan and "Toast of the Town" could very likely be sponsored by Ford Motors in the second half of 1955-56. It is the market for a vidfilm series. Now handled by a new agency, Young & Rubicam, the advertiser is said to be looking at an idea presented by Screen Gems.

Du Mont-Guild Talks Reaching Decisive Stage

NEW YORK, Nov. 27.—Du Mont negotiations with the Du Mont-Guild Film Sales organization, with the aim of getting Du Mont's three television units into the VHS film program, were reported to have made progress this week. Ted Bergmann,

THE BILLBOARD SCOREBOARD

• Top 25 Vidfilms Among Men and Their Pulse Multi-Market Ratings

This monthly feature of The Billboard's TV Film department shows the relative status of the top 25 vidfilms in the market. The basis for the ranking is the multi-market ratings they attract per 100 viewing homes. The average multi-market rating for each series is also shown, and is based upon the rating received by each show in 12 basic markets analyzed by The Billboard, which markets account for the bulk of U. S. circulation. Each market is weighted in proportion with its TV population. On occasions when a vidfilm shows a significant change in popularity among women, teen-agers and children, the change is indicated by a plus or minus sign and coverage please consult The Pulse, Inc., 15 West 46th Street, New York.

Rank Order	Title and Distributor of Series	Nov. 27, 1954	Av. Rating
1.	Foreign Intrigue (Schenck Reynolds)	85	11.7
2.	Buff Baker, U. S. A. (MCA-TV)	83	4.2
3.	Counterpoint	83	4.3
4.	Inner Sanctum (NBC-TV)	83	3.3
5.	China Smith (Nat'l Telefilm Assoc.)	82	4.3
6.	City Detective (MCA-TV)	81	10.4
7.	Elly Queen (TPA)	81	12.5
8.	Mr. District Attorney (Ziv-TV)	81	13.9
9.	Boston Blackie (Ziv-TV)	81	9.2
10.	Your TV Theater (Ziv-TV)	81	7.2
11.	I'm the Law (MCA-TV)	80	5.7
12.	Front Page Detective (Consolidated TV)	79	4.4
13.	Waterfront (UTP)	79	10.9
14.	Col. March of Time (Official Film)	79	7.6
15.	Duffy's Tavern (UMGM)	79	9.2
16.	The Falcon (NBC Film)	79	12.2
17.	Ames in Action (NBC Film)	78	12.0
18.	D. Fairbanks Present (Assoc. Artists)	77	12.4
19.	Story Theater (Ziv-TV)	77	9.0
20.	Janet Dean, RN (NBC Film)	77	8.9
21.	Famous Playhouse (MCA-TV)	74	5.4
22.	I Led Three Lives (Ziv-TV)	74	14.3
23.	Col. Webb (NBC Film)	73	5.9
24.	Favorite Story (Ziv-TV)	73	10.0
25.	Dangerous Assignment (NBC Film)	72	6.9
26.	Sherlock Holmes (UMGM)	72	5.6

SEX BREAKDOWN

Is Your Show Male, Female or What?

A new series of charts for TV film sponsors makes its debut in this issue (see box above) as part of The Billboard's continuing effort to publish the fullest and most up-to-date information on this burgeoning branch of show business.

Surveyed and prepared by The Pulse, research agency, these charts will show how the vidfilm film series rate with different members of the household. This week's installment lists the top 25 shows among men viewers. Next week's will show the top 25 among women.

The following week's will list the top shows among teen-agers and children. The fourth week in this continuous cycle will list the top 25 overall according to their weighted ratings in the 22 major markets that The Pulse covers in this survey. This is the same chart The Billboard

has been publishing for the past six months, but with an added feature. Henceforth it will also show the average number of viewers per show.

These audience composition figures are, of course, vital in the planning of programs, and a sponsor must know not only that it is getting a big audience for its show but also that it is getting the right kind of audience. But in presenting this added data, a word of caution is necessary. There is no single figure which answers the buyer's ultimate question, "Is this the right show?" The buyer must explore all the angles. A show may have a heavy concentration of the target segment of the audience, but its total audience may still be too small.

So, for more complete information, consult The Pulse and its distributors of the specific shows.

Staffer Additions Mark Screen Gems' Growth

NEW YORK, Nov. 27.—Continuing expansion of Screen Gems' commercial production business, made up of its color and black-and-white units, is being marked by the addition of new personnel to the department.

Among the newest assignments put up by Screen Gems recently is the shooting of commercials for two of the major manufacturers in the field, Eastman and Ansco. RCA also has passed

managing director of Du Mont, said to be forthcoming in another week.

Meanwhile, Vitaphone-Guild moved a step closer in getting another station into the VHS film program. This week it talks with WGN-TV there. A deal is expected momentarily.

One facet of the Du Mont-Guild talks has now been dropped. Guild is supposed to have an offer to rent one of Du Mont's theaters for film production, but other commitments turned up.

with the production firm for the shooting of a 15-minute color film devoted to a study of color and the development of the science of color. The film will be shown on TV next May.

The Kodak color commercials, first produced by Screen Gems, are now being shot on "Norby." Ansco has ordered two commercials from Screen Gems.

The firm is also producing a 10-minute institutional film for Lucky Strike and a TV film commercial for the company.

Recently added to the commercial production division of Screen Gems are producer Ben Blake, associate producer, Ben Rosenberg, and a new salesman, James Kelly, who will contact advertising agencies.

The firm is instituting what it terms a new "personalized" service for agencies, whereby a producer and associate producer will be assigned to handle all work done for a specific agency. Ben Rosenberg, for instance, who is head of Screen Gems' commercial production department, will be handling all work for Batten, Barton, Durstine & Osborn.

Andrews Series Heads List of Films in Works

'Folks,' Blaine
Musimenced, Derby
Pic Blueprinted

HOLLYWOOD, Nov. 27.—A TV series based on the explorations and adventures of Dr. Roy Chapman Andrews headed the list of new television shows which preparation began this week. Robert H. Nelson will produce, while Andrews acting as technical director.

Material will be culled from Dr. Andrews' books and magazine articles. The exploits and Nolan were previously associated on the "Keep Up With the World" ABC radio series.

A situation comedy, "Just Plain Folks," is being written by Cy Howard, an 11-year veteran at CBS, with pilot set for January. No pilot date has yet been set. Howard previously produced "My Boy," "The Man With Wings" and "My Friend, Irma."

Screen Television is preparing a musical comedy for Vivian Blaine, with pilot set for January. If the deal goes thru, Norman and Irving Picard will produce.

A new football league for men is being filmed by Ron Ormond Enterprises at the station's sports arena. Three half hours have been completed so far. The program will probably be offered for syndication.

CBS-Film May Get Lamour Sarong Series

NEW YORK, Nov. 27.—CBS-TV Film Sales this week was on the verge of acquiring "Luana of the South Seas," featuring Dorothy Lamour in its latest syndication move. Of the location footage for the show will be shot in Hawaii.

The best deal of the package for the series, however, will be culled from old features such as "Typhoon" and "Almas of the South Seas," which starred Lamour and first brought her and her sarong to prominence. The property will be readied for sale early next year.

CBS-TV Film Sales is also playing with another series starring Edward Everett Horton. This one is a situation comedy called "The Freshman," about an aging college student.

Libby Pix for Canada

NEW YORK, Nov. 27.—Libby, McNeill & Libby this week has been handling the sale of General Teleradio's package of 30 feature films. The sponsor plans to show them in Canadian markets.

VIDPIX PROMOTION

Reed Sees Expansion of Good Will Treks by Stars

HOLLYWOOD, Nov. 27.—Expansion of the practice of producing feature films and starring the star of a show on good will trips thru the country was predicted by Roland Reed, producer of "Waterfront," this week.

"Waterfront's" star, Preston Foster, has been joining him on the United States whenever the production schedule permits. After earlier appearances in San Francisco, Fresno and Detroit, his itinerary this month included Columbus, Cleveland, Dayton, Cincinnati and Philadelphia.

On an even more ambitious scale UTP is sending Thomas

'TRIPLE PLAY'

WTRI Spot Plans for Little Buyer

ALBANY, N. Y., Nov. 27.—WTRI here has set up a new spot sales plan on its film programming as a come-on to low-budget advertisers. Dubbed the "Triple Play" plan, it gives the advertiser a plug on each of three film shows in Class A time slots, plus a 15 percent rebate for an uninterrupted 26-week cycle. WTRI's regular one-hour program is \$400 a week. That figure, which is the standard CBS-TV affiliate rate in this area, has set aside nine film stanzas a week for this plan. The shows are Gene Autry, "Ranger Rider," "Crown Theater," "The Unexpected," "The Rogues," "Inspector Mark Saber" and a feature film show called "International Theater."

After three weeks in action WTRI has lined up five sponsors for "Triple Play." They are the local Postcard dealers, Colony Manufacturing, pre-fab houses, Amann Freezers, Kay Vacuum Cleaners and the Denby department store.

WPIX French Try May Lead to More

NEW YORK, Nov. 27.—WPIX here got a fair but not too sensational mail response on its recent French film series. The French, "Beauty and the Beast." A station spokesman said it considered the response good enough to warrant booking other features of this sort occasionally for the "esoteric" set.

The station will not see any ratings on the run until next week it ran on the "First Show," 7:30-9 p.m. daily.

Houston, Inc., Gets Guttmore Account

BALTIMORE, Nov. 27.—Cunha Beer, one of the major sponsors of feature films, is switching to Guttmore Advertising. The firm will move to Bryan Houston, Inc. It was formerly handled by Joseph Katz, Inc., here.

GEN. TELERADIO BUY

WJWG Turns to Film To Buck Competition

WASHINGTON, Nov. 27.—WJWG, here, is making a major switch in its programming line-up next week in which it will start relying heavily on film to buck the network competition of the other stations. The station's schedule of the new schedule will be the 30 stellar feature films it has just bought from the General Teleradio Film Division.

In an endeavor to emulate the success of CBS-TV, New York, with its "Million Dollar Movie," WJWG is booking each film five nights weekly in prime time. It is

By BOB SPIELMAN

HOLLYWOOD, Nov. 27.—After several years of wildcat pilot picture of the television film industry, has apparently settled down to a systematic method of probing for profitable programs. The hi-and-low producers who swarmed into the field five and six years ago seem, to a large extent, to have gone back to the various professions and businesses they came from, leaving the production industry in the hands of a relatively few organizations, most of which are established on firm financial foundations.

Only the lack of records makes it impossible to determine the exact number of pilots that have been shot since 1948, best estimates are that the total is somewhere between 375 and 400, requiring an investment of upwards of \$6 million. Of these, about 25, or approximately one-third, have been developed into series.

The only one which apparently has records dating back to 1945 is the Hal Roach lot, and

ABC Film Seeks New Syndication Series

NEW YORK, Nov. 27.—In a move to fatten its roster of TV film properties, ABC Film Syndicate is looking for a new syndication outfit to handle its new series. The syndicate is now actively seeking new series which it will syndicate on a regular basis.

In addition the firm is planning to move into the syndication of day-afternoon TV film properties. ABC Film earlier this fall saw the fade-out of a deal whereby it would have produced a series of 10 "Victor Stoll" produced series about the Canadian Mounted Police, which it would have distributed.

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In an endeavor to emulate the success of CBS-TV, New York, with its "Million Dollar Movie," WJWG is booking each film five nights weekly in prime time. It is

selling eight participating strips in this schedule at \$600 each. Les Arries, Jr., WJWG manager, said that if the shows can pull a cumulative rating of 30.0 on the five runs, they will have a cost per broadcast of only \$14.60.

Arries has two takers already, Duffy-Mott and Turner. The Arries Jr. will tomorrow, Sunday, Nov. 28, the picture will run Monday, Wednesday and Friday, 7:30-9:30 p.m., and wind up Saturday, Nov. 29, at 8-10 a.m.

The unlimited-play deal with General Teleradio is understood to have cost WJWG more than has been paid for features in this market. The distributor is known to have turned down a bid of \$2,000 a picture from WTOP-TV. Par for a good feature in this city heretofore was \$1,200 to \$1,500.

In addition to the features, Arries indicated he wants to push the strongest possible syndicated series into Class A time. WJWG recently bought two shows, one of which it is now seeking bankruptcy. From Official Films it took three years ago, "The U.S.A.," and TV it took "The Unexpected," which is still first-run here.

Arries is also returning to its daytime programming beginning next week. From here on it will sign on at 8 p.m. instead of 10 a.m. Arries said that the station has an audience in the morning did not warrant its continuing to schedule three years ago, so they are dumping their weaker shows and solidifying the schedule.

their statistics provide a graphic picture of what the trend has been. From 1951 to 1953 a total of 138 pilots were shot on the lot. From 1952 thru 1954 the number is 14. Of these 168, 20 have so far been made into series.

The other major production lots report a like drop in pilot filming. At the Service Studios, a total of 15 pilots have been shot since 1951. Fifteen of these have come in the past two years, and of the 15, six have been developed into series. Only one or two of the 20 shot in 1952 ever saw the light of day as full-scale productions.

15 MPC Pilots
Muttin Picture Center has had 15 pilots in the past two years, five of these being put on celluloid as series. Revue, the Republic television subsidiary, has leased eight of its 1954 period. In 1953, four into three into series. At KTTV Studios eight pilots have been filmed since 1951. Of these, only one has come in the past two years. Five of the eight have become series.

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Among the new properties George Shupert, ABC Film's presy, is considering are several soap operas, one of which may be shot in partnership with ABC-TV network (see other story in TV edition of this issue). He is also planning production of soap operas on his own for syndication.

Shupert's planned move into the daytime soap opera field is based on his conviction that daytime is a wide open and profitable field for TV film distributors. The problem of clearing time for evening shows, plus the number of such shows on the market, has made syndication of nighttime TV film shows more desirably competitive.

KCOP Plans to 80% of Film Fare in 1955

HOLLYWOOD, Nov. 27.—KCOP, independently owned Los Angeles TV station which has been making a big push in programming, will switch to 80 per cent film next year, according to station executives.

When Copley interests bought the station early this year the programming consisted of 71 per cent film and only 29 per cent film. Figures now have been completely reversed, with 76 per cent of the time taken up by film. Percentage will be raised even higher in 1955, and should top 80 before the end of the year.

Altho a good deal of the film up to this time has been of the theatrical variety, station is leaning for more and more vivid and recently bought the new Hal Roach "Pilot in Danger," which is approximately \$75,000, bringing output for film to better than \$750,000 for 1954.

Station losses, which were running between \$300,000 and \$400,000 per year, have been trimmed

Records at American National (formerly Eagle-Lion) Studios and at the 1951 to 1953 at the 138 Studios, both of which have changed ownership during the past year, do not go beyond the transfer. Of the lots has shot three pilots during the past 12 months. Only one pilot has been made into a series. The lot's sales in 1953-54, and no figures are available for the Goldenwyn lot.

Several of the most important production companies have abandoned the pilot technique entirely, but go into full-scale production after first developing a series. These are Cross-Kramer, Screen Gems (the Columbia television subsidiary), Guild Films and Ziv-TV. The latter of these does shoot a number of films, which are presented to selected audiences for criticism and suggestions before series production begins.

One reason for the pilot decline is apparently the fact that ad agencies and sponsors have gotten more and more picky about the merits of the pilot film alone, their point of view being that the quality that makes a pilot film often does not appear in the remainder of the production. Nevertheless, about 100 pilots have made the rounds of agencies in Hollywood in the past two years. Some of these, however, are ones which were produced several years ago and have been on the merry-go-round since.

"Waterfront" Example
The Armand Schaefer, president of the Alliance of TV Film Producers, contends that it is still relatively easy for someone to scrape together \$25,000 or \$30,000 to shoot a pilot, many of these would be produced by producers who are presenting their packages to larger companies for production. Outstanding examples of the success of this practice is Ben Fox, who brought "Waterfront" to Helms, and Joe Stone and Lindner, Parsons produced "The Whistler" for him until the combine broke up last week. And Screen salesmen are now sending producers to turn out their series.

Many of the pilots that are being shot are more or less commissioned by the nets. This is especially the case with CBS, which earlier this month filmed a "Heary Aldrich" stanza at Motion Picture Center and which has an interest in the "Professional Farmer" pilot produced by McCadden. NBC appears to be leaning more toward pilot-less production, this being the case with Worthington Miner's "Men" and with the new "Going Hollywood" starring Ed Galt and Dick Barre and filming for the net.

Showcase Pilots
Several producers, such as Hal Roach Jr., keep a showcase of pilots in preparation for sale with a half dozen or so in the hopper they can make a sale periodically, and Roach, especially, has been successful with this method.

Another practice gaining popularity is the production of live shows into national television. Guild has done this with "The Ed Bradley Show" and to do the same with the Paul Cates "Confidential File," while T-L Productions has done "The Musical Chairs" on film.

With ever more caution and scrutiny being placed on pilot production, the mortality rate among pilots has declined steadily. In the past, a pilot might appear in the Colbert pic which failed to be made into a series only because the sponsor did not appear in the sponsor's commercials.

To a great degree and station execs are hoping to be able to swing operations into the black during 1955.

A NEW TV SHOW TH

LO

A thrilling, new, half-hour musical film series...
featuring America's great all-time singing favorite,
EDDY ARNOLD...supported by a clever, talented

"EDDY ARNOLD"

Musical Notes on EDDY ARNOLD

Perhaps no one singer has done more to bridge the gap between Country and Popular music than Eddy Arnold. Since his first Victor release was issued in 1945, not one of his single records has sold less than 250,000 copies, and all together they have reached the stunning total of over 30 million! His radio programs are heard daily over more than 1,000 stations in the United States and Canada, and he has starred in his own TV series on both CBS and NBC.

Eddy Arnold's trademark is a warmth and neighborly homespun quality that ingratiates him with every type of an audience. For this reason, whether he is performing at a Smoky Mountain hoedown or in a sophisticated Las Vegas supper club, Eddy has received enthusiastic acclaim. His new TV film series will be awaited by an eager, receptive public numbering in the millions.



AT THE PEOPLE WILL

WE

cast, and given smart, expert production. This show is *commercial*! It's as close as you can come to knowing you have a sure-fire TV success in advance.

OLD TIME"

Produced and Directed by Ben Park; Executive Producer—Joseph Csida

"Regulars" in the Eddy Arnold Gang:

BETTY JOHNSON sang her way into the Eddy Arnold Gang from Manhattan's Copacabana and Arthur Godfrey's Talent Scouts. She's one gal who can sing a pop song, a folk tune, and a hymn with equal facility.

HANK GARLAND and ROY WIGGINS, a sensational guitar team that heads up the musical department. Nothing but musical joy from Hank and Roy!

THE GORDONAIRES, an exceptional quartet who have been featured on NBC's Grand Ole Opry and a variety of radio and TV shows. An outstanding group on "heart songs" of yesterday and today.

WE'VE GOT 'EM—Prices, brochures, audition prints, order blanks! 26 half hours now in production, ready for a January first release. Let's hear from you!

WALTER SCHWIMMER CO., 75 East Wacker Drive, Chicago 1, Ill. • FRanklin 2-4392

New York Office: Ted Bell, 16 E. 41st St. • LEXington 2-1791



Bankroller Battle On For Cantor's Show

Ballantine Reported Nearest to N. Y. Deal, But Ziv-TV Sits Tight for Best Sale Plan

NEW YORK, Nov. 27.—In the spirited competition for the right to sponsor the new Ziv-TV "Eddie Cantor Comedy Theater" in the New York market, the lead reportedly was taken this week by Ballantine Beer.

Despite the fact that the show carries the highest price tag ever asked for this market, a number of top bankrollers have been bidding hotly for the series. Ziv has placed a flat \$5,000 per week tab on the series, and has not had to budge from it, in view of the excitement which has been generated.

Among the advertisers whom Ballantine must beat out are such rivals as Pilsner Beer, Rheingold and the Check Full o' Nuts entry chain. The decisive factors in determining which outfit will acquire the show are likely to be the size of the spread, in terms of number of markets to be utilized outside of New York, and which bankroller can work out its problems first and put the signature to the contract.

Ballantine Near
Ballantine, according to reports this week, was almost set to go. The beer company was said to be ready to buy the 9-30 to 10 p.m. slot Wednesdays on WABC-TV, on which it would play out the 13 remaining weeks for which it is committed to "Foreign Intrigue." After that time, the Cantor show would move into the slot, and onto some 21 other markets in which the bankroller has "Foreign Intrigue." It's understood that Ziv is in no hurry to make up its mind, but is

sitting tight before deciding which is the best deal. The Cantor show, up to this week, already had been set in some 60 markets. The pending deal would mark yet another regional line-up for the show, others having gone to beer companies including Drewery's, Blatz, San Francisco Brewing, Weideman Brewing and Fort Pitts Brewing, as well as to non-beer bankrollers including Crown-Zellerbach lumber and paper, and the Purity Biscuit Company.

Trust Fund

Continued from page 6

using canned music. But now Ziv's "Eddie Cantor Comedy Theater" made signing imperative. From here on Ziv will undoubtedly be a major contributor to the Fund. The Cantor show alone will probably pay \$100,000 over the next year. The 5 per cent Cantor bite does not in itself make the Cantor show the most expensive ever to be syndicated. But in the crucial test of the industry's ability to bear the freight of a property of this caliber, this cut could conceivably be a deciding factor.

Other Signatories

The other first-party signatories on the new printed contract are Desilu, Studio Films, Walt Disney

Productions, NBC, CBS and ABC. The Fund is still sending out forms for additional first-party signatories. Some had previously signed letter of compliance.

Under the old contract the Fund had about 50 program producers signed. The exact number was not evident since until this year the Fund had the same form for both program and commercial producers. Fund officials are still taking stock of their new signatories, but the total is estimated to be more than 50 already.

Another wrinkle in the new Fund contract covers films that station carry as sustainers. On these the Fund will get 5 per cent of the total production cost for each run, except that the first run will be free. This is understood to apply to public information films and industrials.

Fighter's Film Rights Denied

PHILADELPHIA, Nov. 27.—U. S. District Judge Albert L. Watson ruled here this week that the private rights of Albert Ettore, former heavyweight boxer, were not infringed upon in a telecast of motion pictures of his fight with Joe Louis on September 22, 1936. Ettore had sued Philco Television Broadcasting Corporation, as the then owners of WPTZ here, and the Chesebrough Manufacturing Company, as sponsors of the "Greatest Fights of the Century," for damages. Ettore claimed that he gave no permission for the showing and that the third round, his best, was deleted from the picture. Louis had knocked out Ettore in the fifth round of the fight.



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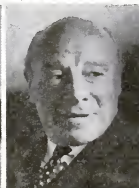
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IAN STERLING



THOMAS MITCHELL



JUDITH ANDERSON

Production Sked at KTTV Big for 1955

HOLLYWOOD, Nov. 27.—Boom in television production was evident again this week by the disclosure that KTTV Studios already has more production scheduled for 1955 than took place in the lot during the entire year of 1954, the busiest in history, with studio execs expecting that they'll have to hang out the 4-2-2 sign in the near future.

Already set for production during the coming year are 26 half-hours of "The Whistler," 28 of "Lassie," 39 of "This Is the Life" and 39 of "Wild Bill Hickok." In addition, Lindsey Parsons expects to film two features, and TFA is negotiating for space to shoot two pilots, "Tugboat Annie" and "Robin Hood."

Joel Makne, "Whistler" producer, also has announced a new series, "Satan's Waiting," altho no decision has yet been made as to where it will be filmed.

Major TV May Get New Lesser Series

NEW YORK, Nov. 27.—Major TV Productions is expected to handle the distribution of "Search for Adventure," the half-hour film series being produced on the West Coast by the newly formed TV Adventure Films Company. "Adventure" is the first TV production attempt by Sol Lesser and his son, Julian. Major is run by Sol's brother, Irving, and handles some 40 feature films produced by Sol and Julian.

Aside from the features, Major's only properties have been religious and travel films. But this week Major acquired what is described as the beginning of a new series. It is a "Hansel and Gretel" operetta film, produced in color in both half-hour versions. It was made in Lima, O., by Otto Austin Jr., a producer of commercials and industrials, who has a complete studio there. Austin was said to be preparing another dozen films along the lines of the "Hansel and Gretel."

First-Run Series

Continued from page 6

may be bypassing an opportunity that will never return or he may find that the property is worth less next year, when new and presumably stronger shows appear. He also may find that because of his inability to sell his program his producers and financiers will not stay in video.

When a distributor has had his chance to sell his show in Class A time and has presumably failed, perhaps for reasons beyond his control, he thus finds it wiser to grab a buck today and let tomorrow take care of itself.

Need Key Markets

Every property must be sold in 75 per cent of the 80 key markets if it is to earn back its cost. And

each market is counted on to provide a certain minimum revenue to make the program solvent. Assuming that a distributor can't get the \$800 he expects from Market X for first-run rights to the show in Class A time, he slaves his cost in half for C or D time. And the he can't flush a buyer at \$800, many become available at half that price because the show can be expected to return a reasonable cost-per-thousand and in addition, a multiple-run deal may bring the figure up to or even beyond the \$800 originally counted on from that market.

Consequently station, advertiser, distributor and producer all benefit, perhaps not in as great a measure as expected, but certainly well enough to keep the business rolling.

New Batch of 335 Cartoons Helps Relieve 7-Year Logjam

NEW YORK, Nov. 27. — The supply of cartoons available to TV stations has jumped by over 40 per cent in the past couple of weeks as the result of two deals.

Hygo Television Films latched on to 156 cartoons produced by Charles 'Meitz' and Motion Pictures in Television acquired 179 subjects produced by Walter Lantz.

The Hygo group is evenly divided between "Krazy Kat" and "Scrappy." The MPTV batch is in four series: "Oswald the Rabbit," "Tooch, the Pup"; "Willie, the

Mouse," and "Meany, Minney & Moe."

This is the biggest shot of new blood in the cartoon field since 1948. Not counting a couple of five-minute series specifically produced for TV, the total number of cartoons in TV distribution has only been about 800. And about 90 per cent of those were silent.

The last big cartoon acquisition was a year and a half ago, when Official Film got "Felix, the Cat." The two new groups were all produced since 1932 and as late as 1940. The Mintz films were released theatrically by Columbia,

and the Lantz by Universal.

Exclusive N. Y. Deals

Both groups were promptly tied up in exclusive deals for the New York market. WATV, Newark, N. J., got the 156 Hygo cartoons in what is known as a "package" deal, which seems to mean three or four years. It will use them in its top-rated "Junior Frolics" films last year. Faskow described the Hygo deal as the break of a seven-year logjam.

WCBS-TV signed a two-year deal for the MPTV cartoons, which it will use on three shows: George Skinner, "Cartoon Carnival" and "Space Funnies."

Both groups are understood to be commanding the highest prices ever paid for cartoons by stations. Jerry Hyams, head of Hygo, said he is telling stations that they have every right to pass the hiked cost on to their sponsors, since these new round cartoons will undoubtedly boost the appeal of the shows in which they are booked.

Many of these shows have been top kiddie attractions all along. "Junior Frolics," for instance, is the top-rated show in its slot, 5-5:30 p.m., daily, and WATV normally runs seventh in this market.

Other Markets

Both distributors have been peddling their new cartoons energetically. Hygo wired stations this week and has already closed WXYZ-TV, Detroit; WCPO-TV, Cincinnati; and KRON-TV, San Francisco. MPTV previously sold KXNY, Los Angeles.

Hygo said he had to reject some 50 films in the Mintz group because of poor negative quality or unacceptable content.

The single largest source of cartoons has still been untapped by TV despite diligent attempts in years past. This is Paramount, which is understood to have some 800 cartoons in its vaults, including "Betty Boop" and "Popeye."

Two other great cartoon properties have, of course, gone network in the past year. The Disney output is currently on ABC-TV's "Disneyland," and some "Terry Toons" have been on "Barker Bill's Cartoons" on CBS-TV.

See SDG Pitch For Pay Hike

HOLLYWOOD, Nov. 27.—Indicative this week that the Screen Directors' Guild will ask for a pay hike from vidfilm producers when contract negotiations are held next spring, Aldo Joseph Youngerman, the Guild's executive secretary, reports that no concrete plans have yet been laid. Between 60 and 65 per cent of the Guild's members are now employed in the vidfilm industries.

Telefilm directors were left behind on the pay structure this week when the SDG negotiated new contracts with theatrical film producers calling for raising of directors' minimums from \$350 to \$600 per week, effective January 1. First assistants move from \$300 to \$335 and second assistants from \$175 to \$190.

Directors have been on par in the TV and theatrical fields, but first assistants in television have been drawing slightly more, \$325 per week. It appears that the salary minimums will again be comparable after the April negotiations with telefilm producers.

The new contract also calls for a motion picture health and welfare fund as well as a pension fund. What the cost of these will run to has not yet been estimated, but experience has been that the fund is nominal in the early years. It begins to mount after a period of time.

BY 51 TV-WISE, BLUE CHIP SPONSORS

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Each story, selected and introduced by its own star (39 top names), from the works of celebrated writers (including 13 by Somerset Maugham), is sculptured into magnificent entertainment by the producers of 4 STAR PLAYHOUSE.

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Homer Bell is a widower, lawyer, judge, and head of a bustling household. Gene Lockhart brings Homer Bell to life... makes him real, believable, lovable!



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This is Homer's niece Casey (Cassandra, for long). She's 15, quite a tomboy... but in the process of discovering she's very much a woman.



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TEN HOURS PER WEEK OF FILM PROGRAMMING
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Betty White



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- THE GOLDBERGS, starring Gertrude Berg
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- THE FRANKIE LAINE REVUE
- A DATE WITH FLORIAN ZABACH
- LIFE WITH ELIZABETH, starring Betty White
- BRIDE AND GROOM
- IT'S FUN TO REDUCE
- DR. NORMAN VINCENT PEALE
- CONNIE HAINES SINGS



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KTIA	Los Angeles
KSTP	Minneapolis
KDSU	New Orleans
WKY	Oklahoma City
WOW	Omaha
KPHO	Phoenix
WPTZ	Philadelphia
WGAN	Portland, Me.
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WHAM	Rochester
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JUKE BOX

By CHARLOTTE SUMMERS

SURFACE NOISES: Dave Scott, WIBX, Utica, N. Y., sounds off on the news item in The Billboard, November 6, re: the DJ's alleged "reaction plot." He writes, "I received their letter several weeks ago and turned it over to our station manager whose only comment was, 'No.' This was my reaction, too. Frankly, I'm amazed at the furor created. I had assumed that the thing would die a natural death, and my own reaction was to ignore the whole thing, realizing that there must be a catch somewhere. . . . Wayne Wamm, WAGG, Franklin, Tenn., would like to add his voice to the 'R&B music is the cool rage' here now, and I'm sure the music is here to stay. Of course, I'm all for the banning of suggestive tunes and have a policy on my show to stay clear of them. I could mention tunes and artists, but I'm sure everybody knows who they are."

Ellis Marvin, KSTT, Davenport, Ia., reports his particular beef: "It is my own humble opinion that when discjockeys stop having to kneel under requests from kids who think they're the epitome of music is 'Sh-Boom' or perhaps 'Shake, Rattle and Roll,' dance music will come back and ballroom operators will have to put up the upholstery again. I'm fighting like mad to get this area dancing again. It's a tough fight, but there are encouraging signs. . . . Ray Skinner, WILM, Lewiston, Me., objects our campaign against off-color R&B lyrics. He comments, 'Why all the recent furor over supposed off-color lyrics? After all, sometimes the lyric is sincerely mature. And it is only our interpretation of it that makes it become whatever it is to become.'

"I'm with Stan Freberg, so I bet Ferris, KOKK, Krokuk, Ia., to choose his weapons," writes Windy Wes, Miller, KBAK, Bakersfield, Calif. "I'll take 45's, and I'll take 'em long. . . . I hope you have to have rhythm and you certainly would be dead without blues, but the 'ideas' on some of these records are just too much. . . . In defense of 'top tunes,' Jerry Kay, WJLW, New Orleans, sends."

(Continued on page 49)

DEALER DOINGS

By JUNE BUNDY

TRAFFIC MOVERS: Denton, Cottler & Daniels, with stores in Buffalo and Niagara Falls, N. Y., reports good results with a promotion on London records, whereby customers are offered a pair of choice tickets to the Buffalo Philharmonic Pops concert with every purchase of \$10 or more. A newspaper ad on the promotion carried a detailed listing of album titles, in the order in which they would be rendered at coming concerts of the Buffalo Philharmonic. The offer is limited to one week. . . . The Record Shop, Inc., has announced that it will declassify show from the store by Tommy Southwood over local station WSON every afternoon. . . . Byron & Bates, Greenville, S. C., has increased its sale on phonographs and records, with players accounted for about 75 per cent as many sales as radios. Sales are mostly in the lower and middle ranges.

IN THE FIELD: Jack Seader has sold his Newark, N. J., shop, The Music Box, and will devote full time to his new venture, The Village Music Shop, Ridgewood, N. J. . . . The Record & Records is the new name of the store in Rochester, N. Y. . . . Detroit. Ex-owner Richard Hayes has sold the shop to a father and son management team, James and Kenneth O'Brien. The two owners are currently conducting an all-out campaign to build business, via ads in local school papers, door-to-door promotion pieces and time on local display shows. . . . The Record Shack Corporation, Boston, will open its first branch store in New Haven, Conn., on or about January 2. The store will be known as the Radio Shack of Connecticut, with Myron S. Friedman as manager; Joseph Bakuts, head of the industrial music department; and Kenneth L. Starr, head of the store's audio comparator.

JUST BROWSEING: Henry Wolford Jr., Littleton, N. C., writes, "We sell rhythm and blues and spirituals in to one against pop and country and western disks. We have tried sales and specials on these platters from time to time, but have found very little interest shown. The Southern R&B Records, Inc., has been successful in getting people to spend and special sales to him are bound to have flaws." . . . Mr. Gordon Moore, Clyde's Radio Service, Lenoir City, Tenn., is also recording. He has been working at Clyde's Record Shop for three years now, and r.e.b. disks are his favorite. I can sell twice as many of them as any other kind. I think you have to like music before you can sell it."

JUKE BOX WRAP-UP

Connecticut juke box operators are moving toward 10-cent play Music Operators of Connecticut has voted to stage a test of the switch to higher prices. Plans call for 100 machines to be used for the test. The machines will be programmed in the normal way, but will use extended play records in a move to ease the switch to 10-cent play.

A new type of title strip, copyrighted by the J. F. Seeburg Company, should make disk artists happy. The strip's center section is devoted to the performers' names with both sides of the record listed above and below the name. The strip will be turned out by the Star Title Strip Company and available to operators thru all Seeburg distributors.

Operators in Southern Florida pool-pool all the talk about the "new mambo craze." They've been programming plenty of mambo records for the past five or six years and have always been able to pull coin steadily with Latin-American music.

The Magness record of background music now runs to some 400 selections on 25 tape reels. The record was RCA Victor's Ben Selvin visited Chicago. Selvin has been in charge of programming and transferring the RCA Thesaurus library to tape reels for Magness.

For full details on these stories see the Music Machines department beginning on page 72.

Crew Cuts, Et Al Gross 47¢ In 7-Day Tour

CHICAGO, Nov. 27. — The packaged tour consisting of the Crew Cuts, Ralph Marterie and his orchestra, and singer Lela Dow grossed a whopping \$47,375 in a seven-day tour of ballrooms and theaters in the Midwest Territory around Chicago.

The package broke the house record at the Oglethorpe Theatre, Madison, Wis., and drew 1,000 people to two performances at the Music Hall of Purdue University, Lafayette, Ind. Other cities on the route were Green Bay, Wis.; Davenport, Ia.; Edinburg, Ill.; South Bend, Ind., and Milwaukee.

Indie Labels in Det. Undergo Changes

DETROIT, Nov. 27.—Revolving of the independent label set-up here will see the Great Lakes record label owned by Kenneth C. Campbell, Tony Vance and Ray Gahan being dropped in favor of two new labels, Avenue and Boulevard. The Campbell Recording Company, also, which has been cutting masters for other labels as well as producing some of its own records, is being switched to Campbell-Gahan Enterprises, with headquarters at 927 Vernier Road, in Grosse Pointe, Mich.

Campbell and Gahan currently have a hit in "Rumorous" by the Chubes, which they sold as Label "X."

City Slant

Continued on page 21

He is concert master of the Free-Lion Civic Orchestra, a member of the executive board of the Federation of Musicians, and has been in Detroit and was for two years local chairman of the Kiwanis Concert Series.

On the proceeds of "Jamboree" the Frederick Kennel Club staged a successful kennel and show in late September, with new series of guitar and fiddling contests set to begin a winter's end in late October. The new series will be held at the Kennel Club. Only this year "Saturday Night Jamboree" would be louder and funnier. Thirty minutes of it will be broadcast each night from CFNB. Sponsor would be Capital Co-operative, Ltd., his marketing agency for farmers of Central New Brunswick.

Most important, of course, is that Walter is selling a lot more of his stock company music records and plenty more of all types of records.

Freud Enjoined

Continued on page 21

not been using the "Mooding Symphony" record for a few months. Freud is now calling his business the "Rock and Roll Show."

Clam bake Plans

Freud will present his first dance in this city on January 14 and will be at the St. Nicholas Arena. Talent will be chosen from those artists who finish highest in his current artist popularity poll. The St. Nick's two-day affair will be promoted by Morris Levy, Birdland owner.

All clam bakes to be presented by Freud after the St. Nick's affair will be handled by the Gotham Freed Corporation, a newly formed firm owned jointly by Freud and the show for the Orleans and Jackson, Miss., with the possibility of five more Southern tours to follow. It is also being for Flint, Mich. Negotiations are now going on with a number of other stations and sponsors in other cities.

CHRISTMAS SINGLE LIST OF DISKERS FOR '54

Continued from page 21

The Spirit of Christmas—Kitty Kallen29315
Rudolph the Red-Nosed Reindeer
Santa Claus Is Coming to Town
—Pennsylvanian's Tree Trio29351
Lonely Christmas Eve
I'll Be Walkin' the Floor This Christmas—Ernest Tubb29350

LONDON

Santa Natale
Adelste Fildes—David Whitfield1508
MERCURY
Santa Natale—Romney Gavan7054
Dig That Crazy Santa Claus—Ralph Marterie etc.70493
Dance Mr. Snowman Dance
Twinkle Twinkle—The Crew Cuts70491

M-G-M

There'll Always Be a Christmas—The Regals11869
Jingle Bells Mambo
Rudolph the Red-Nosed Reindeer Mambo
—Frank Petty Trio11870

Santa and the Doodle-L-Boop
The Story of Santa Claus—Ulanos
.....(Originally A-Bell 890, now M-G-M)
There Really Is a Santa Claus
I Want Santa Claus for Christmas—Rita Faye11867

Uncle Santa
The Fat, Fat Miao—Leslie Uggams11868
Christmas Star
It's Christmas Time—Zeebo Clements11872

RECA VICTOR

There's No Place Like Home for the Holidays
.....11870

I Want Eddie Fisher for Christmas—Spk Jones etc.5920
This Year's Santa Baby—Eartha Kitt etc.5902
There'll Always Be a Christmas
—The Crew Cuts5903

Calyso Christmas
Christmas Tree—Voices of Walter Schumann5922
Christmas Can't Be Far Away
I'm Your Private Santa Claus—Eddy Arnold5905

Santy Baby
The Chubes, with After Christmas—Homer and Jethro5903
Santa Plays the Trombone—John Gory etc.5902

LABEL "X"

We Wanna See Santa Do the Mambo
Let's Sing Together Till After Christmas—Terry Fell0009
We Wanna See Santa Do the Mambo
Too Fast to Be Santa Claus—Bill Darnell, Smith Bros.0067

White Christmas—The DriftersAtlantic 1005
Campanelle—Julius La RosaCadence 1252
I Want Eddie Fisher for Christmas
—Betty JohnsonNew Disc 1003

Santa Baby Mambo—Peppi Ardoy etc.Rainbow 267
Silent Night, Holy Night
White Christmas—The AlcañosCardinal 1024

Jingle Bells
Rudolph the Red-Nosed Reindeer
—The MulekeysCardinal 1025

We Wanna See Santa Do the Mambo
Wait Till After Christmas—John GreerGroove 0038
Jingle Bells
Let It Snow, Let It Snow—Joe Roland SextetSeco 4157

Christmas Song
Sleighride—Joe Roland SextetSeco 4150
Christmas Is a Little Sill—Nancy SinatraDisc 10014
God Gave Us Christmas
Dig That Crazy Santa Claus

—The Crew CutsModern 943
What If We Didn't Have a Christmas?
Silent Night, Holy Night—Edith AnthonySingingtime 1502
Merry Christmas Tree
Happy Birthday, Gentle Savior

—Redd HarperSingingtime 1104
Christmas Is the Time for Love—Mehmet ReizePacifica 1001
There Will Be Another Merry Christmas
I Want a Kiss From Kris This Christmas

—Al ColellaAnthracite 103
I Want a Man for Christmas—Joan ShawJaguar 3010
The Be-Bop Santa Claus—Babe GonzalesBruce 1232
Christmas Holiday in Heaven
Jingle Bells Boogie—Jody LevinsSapphire 1002

The Silver Tree
The Tumbledweed Christmas Tree
—Kirk PatrickChesterfield 355

Decca's Division Mgrs., Assistants To Hold Meeting

NEW YORK, Nov. 27.—Decca will hold its semi-annual meeting of division managers and assistant division managers here next Thursday (2), Friday (3) and Saturday (4).

Decca's sales chief, Syd Goldberg, will preside over a discussion of the company's sales promotion plans for 1955.

The meet will be attended by the following: Eastern Division Manager Sam Simpson and assistants Lou Sebek and Jim McDonald; Midwest Division Manager Sellman Schulz and assistants A. Lerner and Clarence Goldberg; Southern Division Manager R. M. McCormick and assistant Ed Russell; North Division Manager Bill Glavin and assistant Bill Green, and Western, L. C. Gilman and assistant Art Grobar.

'FINIAN'S'

Sound-Track Album Slated

HOLLYWOOD, Nov. 27.—Despite reported differences concerning royalties between the artists and producers of the upcoming animated cartoon version of "Finian's Rainbow," Capitol Records will issue a sound-track album of the film by Ella Logan and Ray Sinatra, both under contract to the recording company.

Logan and Sinatra are slated to do all but one tune, for the film, being produced by Maurice Binder for Distributors Corporation of America. Ella Fitzgerald, a Decca recording artist, will track one tune, with Decca reportedly agreeing to the use of her voice by Capitol. The Oscar Peterson Trio, augmented by drummer Bobby White, has also been signed for the film.

2 BIG MONEY RECORDS

'LET ME GO LOVER'

*Sung by*Picked by the D. J.'s
Billboard and Cashbox

Teresa Brewer

CORAL 61315



with

the Lancers



LET ME GO, LOVER

CORAL
61320

Jimmy Wakely

CORAL RECORDS

America's Fastest Growing Record Company

(A member of the RCA Victor Group)

TALENT TO TOPICS

TEMPLETON SETS

IST CABARET DATE . . .

Pianist-composer-humorist Alec Templeton will join Duke Ellington at the Basin Street in New York for the first time on December 20. It will be his first cabaret date. And before the engagement is finished Templeton will introduce his new piano concerto at a lounge concert in the recently-opened recital hall at the Metropolitan Museum of Art December 19.

BOZO TO MAKE CHARITY

P.A. IN LONDON, CAN. . .

Bozo, the Capitol clown, will make a charity appearance at the Children's Hospital in London, Ontario, on December 1. The trip is being sponsored by the Lions Club of Canada in conjunction with radio station CFMT in Toronto. On December 4, Bozo will visit other hospitals in Toronto. On December 28 the kids' clown will fly to Kinsley Air Force Base in Bermuda for a series of holiday shows for children of American and British personnel stationed there.

LAMPE TO BOOK

GROVE TALENT . . .

Joe Lampe will return to the Ambassador Hotel, Los Angeles, to book singers and orchestras for the Coconut Grove under the supervision and direction of the Ambassador's vice-president and general manager, Joseph P. Heneghan.

CONN. WHIRLIGIG

RETURNS TO BANDS . . .

Wright's, Paluville, Conn., one of Connecticut's largest night-club-restaurant locations, on a dualistic policy for the next several years, is striving to name bands. Tex Beneke's orchestra will play next Monday and Tuesday (29-30), with Sammy Kaye's for December 31. Russ Ames' orchestra will fill in for the remainder of the week, according to owner George Navickas.

CHANDLER, KEEL

FOR PALLADIUM? . . .

Next recent crop of big tumors over the London Palladium's 1955 vaudeville bookings mention the names of film actors Jeff Chandler and Howard Keel. While the Palladium refuses to confirm either booking, it is felt that Keel, who took a tentative vaude swing here recently, is a certain bet. Val Parnell,

the booker and manager, is known to favor trying out new American names.

The Entertainment Managers' Association has selected Eli Dantzic as chairman for its November 29 auditions of talent, to be presented to club agents who are seeking acts for club dates. The auditions will be held at the Sheraton-Astor Hotel. . . Stan Rubin's Tigertown Five and Swing Sextette of Princeton University will combine with the Spring Street Singers of Williams College for a concert to be given at Carnegie Hall on November 27. . . Lenny Lewis is now managing orkster Nel Hefti.

The Rover Boys are due for a repeat at Frank Dailley's New Jersey dance, The Meadowbrook, December 14 to 28. . . Roy Hamilton will make his Broadway debut at the Basin Street, December 20, joining the Duke Ellington show. . . The Chordettes play the State Theater in Hartford, Conn. November 27-28. They'll visit deejays in the area plugging their current Decca clinic. . . Roger King Mozzian opens at the Roosevelt Hotel, New Orleans, for three weeks beginning December 2. The Four Tunes bow in at the Casino Royal, Washington, November 29 for a week's stay. . . The Four Coins open at the Boulevard in Queens December 2.

March 1954, The "South Pacific" will

sub for Joan Edwards over WCBZ 9:30-10 a.m. show on Monday thru Friday, effective immediately. The program is a blend of live music and recorded music, and is expected to be on the work last week, will be absent from three to six months.

Billy Eckstine opens in Sidney December 10, marking his first appearance in Australia. . . M-G-M's Four Joos start a six-day engagement at Scilla's in Philadelphia December 13. . . George Shearing opens at Birdland here, December 16 for a four-week stay. . . CBS organizer E. Power Biggs will do his Sunday (28) broadcast from Buffalo, where he will dedicate a new classic-style organ, especially built for Buffalo's Trinity Episcopal Church. . . Peggy Lee and the Mills Brothers have cut their first Decca sides together, with both tunes written by the company. The discs will be on next week. . . Jackie Lee opens at Scilla's, Philadelphia, on Monday (29).

York to be present at his own wedding the following day to Barbara Schweitzer, annette Milwaukee maiden. . . Bob Ferguson announces the addition of Preston Temple to the Ferdin Huskey booking and promotion staff. Temple, who will make his home in Nashville after the first of the year, will represent Huskey in the field, having had considerable experience along these lines with other artists.

Dave Carson made a great appearance on the March 1954 NBC network TV show. . . Today, from the lobby of the Andrew Jackson Hotel, Nashville, November 19, during the recent WSM Disk show, Carson made an additional side with a happy, spiritual, "Satisfied." Martha's new Capitol release is "Christmas Time Is Here" and "Peace on Earth." Martha was also a recent guest the Bob Martin show over WALT, Tampa. . . Bill Martin, a c.e.w. enthusiast, was a visitor at the home office of The Billboard last Wednesday (23) while in Canada for the Country Club Association, which held its annual gathering at the Clifton Hotel, Cincinnati, last weekend. Martin is president of the group. Other officers are Lillian Munn, Cincinnati.

(Continued on page 22)

DISK TALENT & TOPICS

Around the Horn

Gene Evans, Dallas singer and songwriter, is hitting the disk-jockey trail in Texas and surrounding territory promoting Gene Autry's new release on Columbia, "Barney the Bishful Bullfrog." Columbia is releasing it both in the ballad and 45 rpm markets, with a special promotional jacket for the kiddies to spark Christmas buying. With Evans on the trek is Art Satherley, former Columbia a.k.a. head, who is publicizing the song. . . "Search for Talent" song is being tried and found successful by the Joe Bill troupe, of the "Big D Jamboree." Dallas. The unit books in schools and auditoriums with a three-hour show, and holds an amateur contest hall way into the program. The layout features Joe Bill, Jimmy Fields, Gene Evans, along with other featured off the "Big D."

Biggest smile at the WSM Country Music Festival in Nashville last week belonged to Redd Stewart, of the Pee Wee King crew, whose wife, Jean, presented him with a new heir, Billy Ray, at St. Mary Elizabeth Hospital, Louisville, November 19. . . Mac Makela, manager of Slim Whitman, left Nashville hurriedly Friday evening (19) for New

RECORDS & BROADCASTS

By BOB ROLONTZ

Our r.&b. recording men are really showing their heels to the pop trade. Last week another r.&b. record broke huge in the pop market: "Hearts of Stone" on DeLuxe by the Champs. The tune has been covered by the Fontane Sisters on Dot and the Champs is selling well in the pop market. Capitol is also cutting the tune. In a way, it is not a big new news when a top r.&b. player, but it is becoming a bigger and bigger pop item, so often has it happened over the past year.

Christmas has come early and strongly to the field with the success of the Drifters' Atlantic wack-out, "White Christmas." The record, which has been Christmas records chart in the r.&b. field, and even rarer for them to be in the pop field. Yet the strength of the Drifters' cutting is that it has been a hit for big action on the pop field, too, and could possibly become the best-selling Christmas record of the year in any field.

The Chess Brothers' twin labels, Chess and Checker, are getting hot these days. First of the firm's wack-outs are this week's best-selling chart: the Muddy Waters "I'm Ready," on Chess, and the Lowell Fulson "Reconsider Baby" on Checker and

the Moonlights "Sincerely" on Chess. The last two just made the charts this week. And the firm's new Willie Carter, a NBC network TV show, is coming up. Len Chess, by the way, the firm's genial a.k.a. exec, was in New York this week.

The Flap-Tones open at the Apollo Theater in New York on December 6. The group's latest recording has just been released on Blue Records. . . The Apollo Theater is expected to be a big business for the "King" himself, Nat Cole, plays the showplace for six days starting November 30. . . Mahalia Jackson, one of the great singers of the field, made her first records for the Columbia label this week. . . Mike Jackson, formerly with Apollo Records, was signed by Columbia about a month ago, a few weeks after he had been in the CBS radio show. The spiritual group is featured in Life magazine this week.

A tribute for the late Oran (Hot Lips) Page was made in New York on Monday (22) at the Lincoln Plaza. It was attended by a tremendous crowd that paid its way to hear some of the top jazz artists in the country, who appeared thru the courtesy of Local 802 of the American Federation of Musicians. All of the proceeds are being given to Page's widow and son.

'Lover' Scramble Shifts

• Continued from page 20

will appear on the Ed Sullivan show on CBS tomorrow (28), the Perry Como show on Wednesday (19) and the "Red Hot Club" show over ABC Saturday (4).

Meanwhile, after some assiduous checking, The Billboard learned this week that the mysterious Al Hill, who wrote the new lyric for "Let Me Go, Lover," is actually a pseudonym for three writers—Fred Wise, Kay Toney and Bernie Wieman.

The sheet music still states that the words and music were written by Jennie Lou Carson, with "special lyrics by Al Hill." Tune is being handled by Hill & Bangs, a Broadcast Music, Inc. firm, as was the original "Let Me Go, Lover." This new version is non-exclusive BMI.

Sheet Sales According to the publishers of the tune, "Lover" sold more copies of sheet music this week than any song the firm has ever published sold in the same period of time.

Any Zarzuelas?

• Continued from page 20

mouth, it launched a new series that will see an additional 25 zarzuelas issued by the label within the next six months. Its source is Spanish Columbia, affiliated with London's parent company, British Decca.

Amer. Decca American Decca, with no recording affiliate in Spain, has also gone in for a substantial Spanish program. Its recordings are being made thru a special pact with a large Spanish publisher, Union Musical Espanola. Releases, still in the planning stage, will include both serious and pop material.

Current Decca plans call for three Spanish LP's in February. The first will be a RCA Victor, which to date has issued rather few Spanish records. It is potentially a big supplier. But it has been completed a large plant near Madrid, no recordings have yet issued from it.

Colombia's recent concern with disks of Spanish origin has been limited to a one-shot venture by Philips, its European affiliate, which let 12 zarzuelas in a batch. For this venture Philips brought its own equipment and technicians into Spain. The disks are now being released, but no plans exist for additional recordings at this time. The Westminster has released occasional albums of Spanish material, these have been recorded in France.

An indication of the growth potential in the field is the fact that only about half of the 100 or so Spanish records now being recorded. And there are hundreds of second level works which yet await disk treatment.

Katz Joins Urania As Gen. Manager

NEW YORK, Nov. 27.—Irv Katz, who has been in charge of general manager, Katz, who has been away from the record business since last August, has been a sales manager for Record Corporation of America, Children's Record Guild and Apollo Records. . . David Brubeck, who recently left Urania, has reportedly joined Bruno-New York, local RCA Victor distributor.

They said that they moved 29,000 copies this week.

A casual check of dramatic programs on the radio and television, however, led me very excited over the use of dramatic TV programs to promote music. Few were missing the producers were participating in some quarters last week. However, record men were not over-looked the possibilities of the medium.

Mitch Miller, Columbia pop star, held his first radio recording session on the "Arthur Godfrey and His Friends" show over CBS. Miller was, and thus got a chance to feature Godfrey on his new recordings of "Old Pappy Time" and "Somebody Bigger Than You and I."

GERMAN POPS

Disk Sales Rise Sheet Biz Drops

NEW YORK, Nov. 27.—Pop record sales are mounting in West Germany, but sheet music has dropped alarmingly. This is the report of Ralph Maria Siegel, composer-lyricist and owner of several publishing firms in Germany, here on a business trip.

A solid hit in Germany today can mean 200,000 copies. The number of a corresponding click only three years ago, according to Siegel. Sheet music, on the other hand, has declined to the point where 20,000 copies of a top title is considered a good sales figure. For example, the number of the largest single source of income for most publishers in his country, said Siegel. This year, the German performance rights society will collect an estimated 33,000,000 marks more than the 1951 total. Included in the performance total, however, is 6,000,000 marks in mechanical royalties. The latter source brought in only 1,500,000 marks three years ago.

Little From Air In a sharp contrast to the situation here, where a great deal of performance money comes in from cafe, restaurant and other public usage, in Germany, most of the amount collected from broadcast-

While here, Siegel, who already represents Peer International in Germany, set a deal for similar representation of the E. B. Marks catalog. He also can act as agent for individual songs with other publishers. In a reversion to type, he sat down one day to write a song with Bobby Melin. The dirty, "Could You" has been placed in the latter's publishing firm, Melin Music.

BAND

Innovation May Hypo Jazz Field

• Continued from page 18

that it pays just as well and in some cases better. The type of composition is also open to speculation. It is the opinion of this reviewer that a man such as Arthur Fiedler, who has been a close contact with the scene, could probably have found a more palatable score than did Lieberman. The latter's pop concerns could easily absorb the wealth of new material along this line for inclusion in their repertoire.

Chicago symphony groups were well pleased with the presentation, and the jazz and ethnic value. They also enjoyed a belly laugh when the decor of the stated Chicago Symphony was bolstered by the "Jazz and Ethnic" band. He stated next to the white-and-talented longhair musicians. Even conductor Fiedler was expected to enjoy the various moods of the concerto which included a jump, blues, boogie woogie and mambo.

Another "One-Two Punch" from RCA Victor

12

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"This Ole House",
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"Goodnight Mrs. Jones"

TWO—Vaughn Monroe
follows up "They Were Doin'
the Mambo" with a
knock-out vocal on
"Goodnight Mrs. Jones"

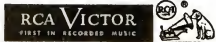


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- Four wall or listening booth hangers:
 - (1) De Luxe Albums... (2) Children's Records...
 - (3) Christmas Merchandise...
 - (4) "New Orthophonic" High Fidelity Recordings
- Gift wrap-around for "New Orthophonic" High Fidelity albums
- Christmas Carrying Bag
- Christmas co-op mats

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• Reviews and Ratings of New Classical Releases

RICHARD STRAUSS: EIN HELDEN-LEBEN (11-17)—Philadelphe-
nia Orchestra, Eugene Ormandy, Cond. Columbia
ML 4887

Just in time for the selling season comes this new and fine-rate reading of the Strauss score which has pleased for years. I would do so for many more. It's program music, all right, but the kind that entices all—from the wary critic to the neophyte collector. The orchestra is superb, most violators, Jacob Krachinsky is fine, and the recording and packaging are excellent, too. Despite the powerful competition, this reading should be a big selling item.

ARIAS SING AND ACTED (11-17)—
RCA Victor LM 1864

Second volume in what seems to be a continuing series, this collection of operatic arias and their dramatically performed counterparts should make a first-rate gift item for many. Singers are Maria Cappello, Armande Burzio and Nino Martelli in "Eccola," Lucia Albanese in "La Traviata," Zinka Milanov in "Trovatore," Renia Faria in "Don Giovanni" and "Don Alphonse" and Giuseppe de Stefano in "La Bohème." Acting the roles in English are Jean Fontaine, Laila Eriksson, Karl Weber, Geraldine Brooks, Judith Anderson, Dennis King and John Baymors Jr. It's wonderfully done.

**RAVEL: LA VALSE; BOLERO; VALENS NOIR ET SENTIMENTAL; BORIS-
BORIS** (11-17)—Orchestra de Theatre des
Champs-Elysees, Fdru de Fretz, Con-
ductor, Columbia WM 1277

This collection of well-known Ravel compositions, recorded in France this year, is an outstanding package and one that should have solid appeal to many collectors. The striking Ravel works are beautifully performed by the orchestra, especially the pianists "Boris" and the lush "La Valse." The quality of the performance plus the quality of the recording and the appeal of Ravel's works should help this set move steadily across the counters this winter.

BARTOK: VIOLIN CONCERTO (11-17)—
Yehudi Menuhin, Violin; Philadel-
phia Orchestra; Wilhelm Furtwängler, Con-
ductor, RCA Victor LHM 3

Menuhin has long been a champion of Bartok, even when it was not so fashionable. It is not unexpected, therefore, that he approaches the composer's work with special felicity. This is an impressive recording of the difficult work in an ex-
cellent recording. The package, one to the new of late HMV series, is an eye-copper

with Van Gogh, suitable-for-framing color print. It should sell like hotcakes. The Menuhin name pulling at strongly at that of Bartok.

CHAS FRANK: SYMPHONY IN D
MINOR, LA CHASSEUR MAURIT
(11-17)—Vienna State Opera Orchestra,
Arto, Bruckner, Cond. Westminster
WL 531

In the LP market for Frank's best-known work, a highly competitive one with many excellent versions already out. However, this package is doubly acceptable in performance—capturing the somber majestic energy of the work. For an extra sales fillip the LP offers an impressive interpretation of the symphonic poem "La Chasseur Maure." The cover, featuring white and blue shades, provides an attractive display piece for dealers.

CHAIKOVSKY: VIOLIN CONCERTO
IN D (11-17)—David Oistrakh, Violin;
Soviet State Orchestra; Fritz Kne-
bel, Cond. Decca DL 795

A good companion disk to Decca's recent release of the Brahms Concerto by Oistrakh. Again the playing is about the best likely to be encountered today, this new entry obviates the small-label tape support of the work by the Russian virtuoso. Sound is good, if not exceptional, but the orchestral accompaniment is little more than workmanlike. It's the great finding here that will make this set a good seller in its field if promoted.

**BACH: BRANDENBURG CONCERTOS,
NO. 1 THRU 6** (11-17)—Chamber
Orchestra of Vienna State Opera,
Fritz Prohaska, Cond. Vanguard BG
540, 541, 542

This is a Viennese winter special, three disks, separately packaged, offered in a hard book-binder for the price of ten. The bargain element is not a matter of price alone. These are distinguished performances, awarded new press reproduction. An attempt has been made to use baroque instrumentation wherever called for and the employment of recorders and violins adds to the authentic flavor of the interpretations. Scholars will appreciate the talk about help stimulate interest. Among the soloists, violinist Jas Tomasek deserves special mention. Price and sound will help overcome imposing catalog competition.

KIPNIS: AS BORIS (11-17)—RCA Victor
LHC 1861
There are inevitably many who fondly remember the great Kipnis characterization of Boris. For them this will be an eagerly welcomed set. The base is not heard in all the six excerpts from the

Monopony opera on the record, but his delivery of the final farewell and death scene is more than worth the modest price of the Bluebird LP. Transfer from the old is good.

**PIZZI: CARMEN ORCHESTRAL
SUITE; L'ABIESSENE SUITE** NO. 1
(11-17)—Vienna State Opera Orchestra,
Martin Rausch, Cond. Vanguard
VRS 455

This fine interpretation of two first selection should fare well this Christmas, in view of the composer's appeal to even beginning collectors. However, the Bizet film is highly competitive and there are several excellent "Carmen" and "L'Abiesse" recordings already out. In fact London's LP (London Philharmonic Orchestra) features this exact concept. Among the impulsive art work on the cover adds to the LP's sales appeal. Great half vinyl.

**CORELLI: CONCERTO GROSSO IN D,
OP. 4 NO. 4; VIVALDI: CONCERTO
IN F FOR OBOE AND STRINGS;
CLEMENTI: SYMPHONY IN D, OP.
18, NO. 2** (11-17)—Victrola of Rome,
R. Farnes, Cond. LHM 2

An album somewhat in the "cavali" class, but it will strike more than a few customers in the Christmas period as the perfect gift for "difficult to please" connoisseurs on their shopping list. While in the knowing, the Corelli work is not an unexcited item, it is nonetheless a rich and uncommon experience, particularly in such a consummate performance as this. More definitely on the "variety" side of the ledger are the Vivaldi Concertos and the more recently re-discovered Clementi Symphonies. The Victrola of Rome pays these works in a broad, noble, highly polished style. The attractive package includes a reproduction of Corelli's "Madonna and Child" that may be framed.

**FRANCAIS: WIND QUINTETS; POL-
LINO: SEKTET FOR PIANO AND
WIND** (11-17)—Jean Francais: Wind
Quintet of the Orchestre National de
la Radiodiffusion Francaise, Angel
2513

Two delightful, sparkling modern French chamber works. Both composers embrace a sense that it cool, dry, and French radio instrumentalism, composing with an economy of materials, but a surplus at us and a desire to please. The way the French Radio instrumentalism keeps their way they then work, many would not believe how difficult both of them are to play. Set should make for comparatively easy selling to collectors of modern chamber music.

**V'GNERIAN TRANSCRIPTIONS FOR
ORGAN, VOL. 1** (11-17)—Reuben RB
music, Omega, MG-S E 318
Richard Ellman should have already substantial organ following with these transcriptions of three of Wagner's familiar compositions, the "Prelude and Liebestod," "Tristan," and the "Siegfried Idyll." They are skillfully transcribed for the cello instrument and

• Reviews and Ratings of New Popular Albums

• Continued from page 30

on trumpet, Don Rendell on tenor, Harry Klein on barry, Ralph Dillmore on piano, Johnny Hartworth on bass, David Murray and Alan Gwilym on drums, plus one of Britain's most aloof, under the pseudonym of "King John L." The jazz here is not especially distinguished, the musicians stand out now and then, espe-

cially Harry Klein on barry, Rendell on tenor, Dillmore on piano; and "King John L." on alto.

BARIE AND ALAN HINES (11-17)
Emarcy MG-26023

Collectors seeking some of the great jazz sides of about 50 years ago will find very little better than this new packaged re-issue. One side features a group which includes Barie, Thelma Willis, Lester Young, Buck Clayton, Freddie Green and Jo Jones. The second side features a combo with Tenor, Columbia Hawkins, Carly Cole, Tommy Yon, Joe Thomas, Billy Taylor and Teddy Walters. Re-mastering, packaging, etc., are fine and the material (originals and standards) gives the boys something good to work over in each instance.

A COOL YULETIDE (11-17)
Urban Green and His All-Stars (10-17)
SC 124-3026

This is a jazz set for the Christmas season and one that will please many youngsters on holiday from school. It contains eight well-known Christmas tunes, played in rather cool fashion by the Urban Green. And the classic Christmas items sound pretty entrancing on the jazz kick. Town include "Single Girls," "I Want for Christmas Is My Two Front Teeth," "T for Merry Xmas," "Santa Claus," "The Christmas Song," "White Christmas," and others. And happily, no vocals are included. There is a lot of fun and a lot of good jazz in this set, and it has a chance for attention during the Christmas season. Cover a cut.

OLD AIRE (11-17)
Elika EKL-26

A well-recorded and attractive collection of folk songs from Ireland, Scotland and England. These are ditties with a potential appeal which Miss Reed's knowl ingressive power will help move in generous quantities to collectors of such material. Other interesting packages released at the same time by Elika include "Courtin' Songs" by Jess Risher and Oscar Brown (EKL-25), and "Italian Folk Songs" warbled charmingly by Cynthia Gooding (EKL-17).

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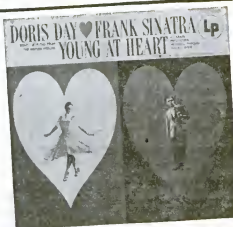
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THE MUSIC INDUSTRY'S MOST COMPLETE GUIDE TO THE ACTUAL AND POTENTIAL SALE OF TUNES AND RECORDS IN ALL CATEGORIES

• Talent Corner

Comes close to Christmas each year and the dealers, operators and jockeys get to thinking about Bing Crosby again. Crosby has turned in a fabulous sales record on such Christmas standards as "White Christmas," "Silent Night" and "Jingle Bells." It makes little or no



BING CROSBY

difference whether Crosby is a current favorite with the teen-aged record customers. When Christmas rolls around, everyone—but every one—heads to the nearest record stop to buy Bing's versions of these seasonal songs. And this year Decca is issuing a special extended play disk for disk jockey use only which contains these three Crosby standards along with "Silver Bells." The consistency of Crosby's Christmas stichings is comparable, in a way, to the sales record being chalked up by Hank Snow—RCA



HANK SNOW

Victor's country singer par excellence. Mr. Snow, originally a Canadian, has managed to create such a furor in the States in the past few years that, for example, he may be kicking off a new policy at the Meadowbrook, famed New Jersey roadhouse, which spawned many a name band. Snow's success at that spot was fully detailed in The Billboard recently.

• Best Selling Sheet Music

Tunes are ranked in order of their current national selling importance at the sheet music jobber level.

Week This	Last Week	Chart
1.	1.	This Ole House..... 1 13
2.	2.	Mr. Sandman..... 5 3
3.	3.	Count Your Blessings..... 2 8
4.	4.	If I Give My Heart to You..... 1 13
5.	5.	Need You Now..... 3 12
6.	6.	Hold My Hand..... 6 11
7.	7.	Papa Loves Mambo..... 8 9
8.	8.	Teach Me Tonight..... 9 5
9.	9.	Muskrat Ramble..... 11 4
10.	10.	Whither Thou Goest..... 7 7
11.	11.	Hey, There..... 7 20
12.	12.	High and the Mighty..... 10 18
13.	13.	White Christmas..... 12 2
14.	14.	Naughty Lady of Shady Lane..... 2 1
15.	15.	It's a Woman's World..... 12 2

HONOR ROLL OF HITS

The Nation's Top Tunes

For survey week ending November 24

Week This	Last Week	Chart
1.	1.	Mr. Sandman By Pat Boye—Published by E. W. Morris (ASCAP) BEST SELLING RECORDS: Chordettes, Cadence 1747; Four Aces, Dec 2944. OTHER RECORDS AVAILABLE: L. Egart, Cat 40383; Lamora, Coral 61281; V. Monroe, V 20-5187; B. Morrow, Rem 70477.
2.	2.	I Need You Now By Jimmie Crane and A. Jacobs—Published by Miller (ASCAP) BEST SELLING RECORDS: E. Fisher, V 20-5830. OTHER RECORDS AVAILABLE: K. Griffin, Cat 40366; L. Nolan, Sire 118.
3.	3.	This Ole House By Bruce Hamilton—Published by Hamilton (BMI) BEST SELLING RECORDS: H. Cliney, Cat 40246; B. Hamilton, V 20-5739. OTHER RECORDS AVAILABLE: Red Allen, Williams, Dec 3854; Blue Rodeo Quartet, Gotham 479; Herb and Kay, King 1782; Jordanaires, Cap 2915; Sister Rosetta Tharpe, Dec 2925; Tampa Quartet, Cat 2123; Statens, V 20-5856.
4.	4.	If I Give My Heart to You By Immae Cranz, Jimmy Boster, A. Jacobs—Published by Miller (ASCAP) BEST SELLING RECORDS: Quin Day, Cat 40302; D. Lee, Major 27. OTHER RECORDS AVAILABLE: C. Brownell, Dec 29148; O. Hargrove, Cap 2910; B. Greco, Cat 61126; Four Bars, Jone 704; M. Lewis, Cap 2948; Pasack Mambo Combo, Tico 1091; T. Rogers, Mercury 70451; D. Shore, V 20-5831; T. Souther, Coral 64183; Wright Brothers, M-G-M 11778.
5.	5.	Teach Me Tonight By Sammy Cahn & Gene De Paul—Published by Bica (ASCAP) BEST SELLING RECORDS: DeCastro Sisters, Abbott 3001; J. Stafford, Cat 40311. OTHER RECORDS AVAILABLE: J. Brack, Dec 28990; H. Grayson, S 3051; R. Jone, M-G-M 11816; Modernaires, Cat 61265.
6.	6.	Papa Loves Mambo By Al Hoffman, Dick Manning, Bob Reharath—Published by Shapiro-Bernstein (ASCAP) BEST SELLING RECORDS: P. Corno, V 20-5857. OTHER RECORDS AVAILABLE: Alfradio, Rainbow 264; O. Jones, M. Pearl, V 20-5891; Pasack Mambo Combo, Tico 1092; J. Ray, Cat 40254.
7.	7.	Hold My Hand By Jack Lawrence and Richard Myers—Published by Raphael (ASCAP) BEST SELLING RECORDS: D. Cornell, Cat 61206. OTHER RECORDS AVAILABLE: G. Lombardo, Dec 29201.
8.	8.	Hey, There By Richard Adler-Jerry Ross—Published by Frank (ASCAP) BEST SELLING RECORDS: R. Cliney, Cat 40306. OTHER RECORDS AVAILABLE: S. Davis, L, Dec 29199; O. Hawkins, Epic 30495; Houser & Jettico, V 20-5867; B. Prysock, Mercury 70460; J. Raiti, Cat 1096; R. Roy, Cat 40274.
9.	9.	Count Your Blessings By Irving Berlin—Published by Bica (ASCAP) BEST SELLING RECORDS: E. Fisher, V 20-5871. OTHER RECORDS AVAILABLE: B. Cliney, Cat 40319; B. Cliney, Dec 29251; A. Godfrey, Cat 40311; G. MacRae, Cap 2927; Orioles, Jubilee 5172.
10.	10.	Naughty Lady of Shady Lane By Sid Tepper & Roy Bennett—Published by Paton (ASCAP) BEST SELLING RECORDS: Ames Brothers, V 20-5871, A. Meyer, Cadence 1754.

Second Ten

11. SHAKE, RATTLE AND ROLL.....	10	12
12. MUSKRAT RAMBLE.....	11	7
13. MAMBO ITALIANO.....	13	3
14. WHITHER THOU GOEST.....	13	8
15. IT'S A WOMAN'S WORLD.....	15	5
16. SKOKIAAN.....	12	15
17. MAKE YOURSELF COMFORTABLE.....	—	1
18. HAJJI BABA.....	17	2
19. SMILE.....	18	12
20. HEARTS OF STONE.....	—	1
21. THAT'S ALL I WANT FROM YOU.....	—	1

WARNING—The title "HONOR ROLL OF HITS" is a registered trademark and the listing of the hits has been copyrighted by The Billboard. Use of either may not be made without The Billboard's consent. Requests for such consent should be submitted in writing to the publisher of The Billboard at The Billboard, 1564 Broadway, New York 36, N. Y.

The Honor Roll of Hits comprises the nation's top tunes according to record and sheet sales, disk jockey and juke box performances as determined by The Billboard's weekly nationwide surveys.

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• Tunes with Greatest Radio-TV Audiences

Tunes, listed alphabetically, have the greatest audiences on network station programs in New York, Chicago and Los Angeles. Lists are based on John O. Peasman's copyrighted Audience Coverage Index.

Radio

Cara Mia (R)—Feist—ASCAP	2	5
Count Your Blessings (Instead of Sheep) (R)—Berlin—ASCAP	1	13
Fanny (R)—(M)—Chappell—ASCAP	3	17
Haji Baba (R)—(F)—Remick—ASCAP	7	8
Hey, There (R)—(M)—Frank—ASCAP	6	9
High and the Mighty (R)—(F)—Witmark—ASCAP	8	12
Hold Me in Your Arms (R)—Arlima—ASCAP	5	20
I Need You Now (R)—Miller—ASCAP	9	7
I Want You All to Myself (R)—Shapiro-Bernstein—ASCAP	10	2
If I Give My Heart to You (R)—Miller—ASCAP	11	7
It Worries Me (R)—Bourne—ASCAP	12	15
It's a Woman's World (R)—(F)—Robbins—ASCAP	13	8
Make Yourself Comfortable (R)—Ryland—ASCAP	14	3
Mandolin (R)—Iris Tolson—BMI	15	5
Mr. Sandman (R)—(M)—Frank—ASCAP	16	2
Muskrat Ramble (R)—George Simon—ASCAP	17	2
My Own True Love (That's the Theme) (R)—(M)—Frank—ASCAP	18	12
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP	19	2
Ready, Willing and Able (R)—Daywin—BMI	20	1
Smile (R)—Bourne—ASCAP	21	1
Son, From Desires (R)—(F)—Miller—ASCAP	22	1
Teach Me Tonight (R)—Hub—ASCAP	23	1
That's All I Want From You (R)—Witmark—ASCAP	24	1
There's What I Like (R)—Chappell—ASCAP	25	1
This Ole House (R)—Hamilton—BMI	26	1
Whither Thou Goest (R)—Kavellin—BMI	27	1
You're Nobody Till Somebody Loves You (R)—Southern—ASCAP	28	1

Television

Bon Jour Mon Amour (R)—Leds—ASCAP	1	13
Box Top Lawrence (R)—(M)—Frank—ASCAP	2	5
Cara Mia (R)—Feist—ASCAP	3	17
Count Your Blessings (Instead of Sheep) (R)—Berlin—ASCAP	4	13
Er's Time (R)—Simon House—BMI	5	3
Hey, There (R)—E. H. Morris—ASCAP	6	9
Hold My Hand (R)—Raphael—ASCAP	7	8
How Do You Feel About the Holidays (R)—Rosen—ASCAP	8	12
I Need You Now (R)—Miller—ASCAP	9	7
I Want You All to Myself—Shapiro-Bernstein—ASCAP	10	2
If I Give My Heart to You (R)—Miller—ASCAP	11	7
It's a Woman's World (R)—(F)—Robbins—ASCAP	12	15
Mars of the Gladiators (R)—Mills—ASCAP	13	8
Mr. Sandman (R)—E. H. Morris—ASCAP	14	3
Muskrat Ramble (R)—George Simon—ASCAP	15	5
My Burlesque (R)—Bia Bloom—ASCAP	16	2
My First Romance (R)—Chappell—ASCAP	17	2
Naughty Lady of Shady Lane (R)—Paton—ASCAP	18	12
Old Papa Time (R)—Hammer—BMI	19	2
Papa Loves Mambo (R)—Shapiro-Bernstein—ASCAP	20	1
Ready, Willing and Able (R)—Daywin—ASCAP	21	1
Sister (R)—Berlin—ASCAP	22	1
Smile (R)—Bourne—ASCAP	23	1
Son, From Desires (R)—(F)—Miller—ASCAP	24	1
This Ole House (R)—Hamilton—BMI	25	1
Whither Thou Goest (R)—Kavellin—BMI	26	1
Young at Heart (R)—Simmons—ASCAP	27	1

• England's Top Twenty

Based on cabled reports from England's top music jobbers. American publisher of each tune is listed in parentheses. American audience is indicated by asterisk.

1. My Heart—Broadway Band (Raphael)	1
2. If I Give My Heart to You—Robbins (Miller)	2
3. Son, My Son—Kassner (Kassner)	3
4. This Ole House—Dechens (Hamblin)	4
5. Son—Bourne (Bourne)	5
6. There Must Be a Reason—Campbell, Coe—Chapell (Paton)	6
7. My Friend—Chappell (Paton)	7
8. Santa Nuala—Spier (Spier)	8
9. Sophie Short and a Rainbow Tie—Lawrence (Wright*)	9
10. Little Tender Mean a Lot—Robbins (Feist)	10
11. Happy Wanderer—Bourne (Feist)	11
12. Heart of Time—Macdonald (Macdonald)	12
13. Three Coins in the Fountain—Feist (Robbins)	13
14. Love Pains—Chappell (Chappell)	14
15. High and the Mighty—Horne, Connolly (Wynant*)	15
16. I Can Tell a Tale from a Tempo—Michael Reine (Hartman)	16
17. No One But Me—Robbins (Feist)	17
18. Swap—Southern (Feist)	18
19. What's the Story—Boonyy & Hawkins (Hartman)	19
20. I Need You Now—Feidman (Miller)	20



Buy heard

Due to territorial differences we are forced to list Capitol's top sellers alphabetically based on actual sales figures.

TOP SELLERS—

POPULAR

Listed Alphabetically

BAZOOM AIRYDECKI BRING BACK MY BABY TO ME LOVEY DOWY THE BUNNY HOP THE HOCKEY POKEY HAJIA BABA UNRELEASABLE MONEY LOVE RIOT IN CELL BLOCK NUMBER NINE LING, TING, YONG I'M ALONE OPEN UP THE DOGHOUSE LONG, LONG AGO SMILE IT'S CRAZY THE SONG FROM DESIRE THE FINGER OF SUSPICION WHENEVER THOU GOEST MAMBOLOLOThe Cheers2921Ella Mae Morse2992Ray Anthony2427Nat "King" Cole2949Vicki Young2865The Five Keys2945Dean Martin, Nat "King" Cole2985Nat "King" Cole2897Jane Frooman2979Les Paul & Mary Ford2928
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COMING UP FAST Listed Alphabetically

JUST FOR LAUGHS THE VERY THOUGHT OF YOU PAPA'S PUTTIN' THE PRESSURE ON LOVE TURNS WINTER TO SPRING MOOD INDIGO MIDNIGHT ON THE CLIFFS DREAM RHAPSODY THE POINT OF NO RETURN GIVE A LITTLE TIME SAVE YOUR LOVE FOR ME MY EXTRAORDINARY GAL WHEN YOU'RE MAKING LOVE TO ME DOES IT HURT YOU TO REMEMBERBob Manning2973Connie Russell2933The Four Freshmen2961Les Baxter, Leonard Pennario2950Ella Mae Morse2959Pee Wee Hunt2987Vannie Taylor2966
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CHRISTMAS BEST SELLERS CHILDREN'S ALBUMS

Listed Alphabetically

FRISTY THE SNOWMAN & THE TUDY THE TUNA SONG I SAW MIDWINTER KISSING SANTA CLAUS & WHERE DID MY SNOWMAN GO—Merry Tunes I WANT WALT TIL EIGHTEENTH DAY & YAK, OAS IT EHN CHRISTMAS TREES—Red Hot RUDOLPH THE RED-NOSED REINDEER & THE SWISS BOY—Sammy Bernate 'TIS THE NIGHT BEFORE CHRISTMAS—The Mellomen	70 rpm No. CAS-3079 45 rpm No. CAS-3079 78 rpm No. CAS-3192 45 rpm No. CAS-3192 78 rpm No. CAS-3191 45 rpm No. CAS-3191 78 rpm No. CAS-3160 45 rpm No. CAS-3160 70 rpm No. CAS-3121 45 rpm No. CAS-3121
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LATEST RELEASES

Numbers
448 & 449

ALL OF YOU THIS IS MY LOVE OPEN UP THE DOGHOUSE LONG, LONG AGO SAVE YOUR LOVE FOR ME MY EXTRAORDINARY GAL HERE'S WHAT I'M HERE FOR LOVE CAN CALM THE STARS GUESS UP IN MY ARMS SO HELP ME I LOVE YOU SHAPSHOOTER I TOOK YOU SO I'M GOING OUT ON THE FRONT PORCH AND CRY PLEASE DON'T TELL HER BRING BACK MY BABY TO ME LOVEY DOWY YOU, MY LOVE SOMEONE TO WATCH OVER ME DON'T RUSH ME PLEASE DON'T RUINANCE ME TOTO THE EXHIBIT I'VE NEVER HEARD MY SOK, MY SON MY OWN TRUE LOVEConnie Russell2901Dean Martin, Nat "King" Cole2905Pee Wee Hunt2907Gordon MacRae2908The Muggles2909Jimmy Mee, Puck Williams2990Freddie Hart2991Ella Mae Morse2992Frank Sinatra2993Joan Shepard2994Connie Barb Rosenow2995Margaret Whiting2996
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BEST SELLING—

POPULAR ALBUMS

Listed Alphabetically

ARTHUR MURRAY MODERN WALTZES—Les Baxter ARTHUR MURRAY SWING FOX TROUS—Ray Anthony BARBECUE, BOOGIE, AND THE BLUES—Ella Mae Morse THE BILL HOLMAN OCTET ELLINGTON '55—John Ellington JIMMY GIFFEY MOONLIGHT AND VIOLINS—Pittsburgh Symphony Orchestra MUSIC FOR LOVERS ONLY—Jackie Gleason MUSIC, MARTINI, AND MEMORIES—Jackie Gleason SOMETHING COOL—Joan Charity SWING EAST—Frank Sinatra TWO HITS OF '54, VOLKME (I-Two Artists) VOICES IN MODERN—The Four Freshmen	45 rpm "EP" No. EMB-548 45 rpm "EP" No. EMB-546 45 rpm "EP" No. EAP-1-513 & EAP-2-513 45 rpm "EP" No. EMB-550 45 rpm "EP" No. EAP-1-2-3-4-5-21 45 rpm "EP" No. EMB-549 45 rpm "EP" No. PWS-534 45 rpm "EP" No. EMB-552 45 rpm "EP" No. EAP-1-2-3-4-5-20 45 rpm "EP" No. EMB-516 45 rpm "EP" No. EAP-1-528 & EAP-2-528 45 rpm "EP" No. EAP-1-9119 & EAP-2-9119 45 rpm "EP" No. EAP-1-527 & EAP-2-527
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CHRISTMAS BEST SELLERS

POPULAR ALBUMS

Listed Alphabetically

BOYS TOWN CHORUS SINGING CHRISTMAS MUSIC CAROLS FOR CHRISTMAS—The Sparrow Quartet CAROLS FOR CHRISTMAS—The Starlighters CHRISTMAS BELLS—Richard Berry Briggs CHRISTMAS CAROLS—St. Luke's Chancelors CHRISTMAS CHEER—Les Paul & Mary Ford CHRISTMAS CHRISTIES—St. Luke's Chancelors CHRISTMAS IN THE ALPS—Teresa of Walder THE CHRISTMAS SONG—Nat "King" Cole MERRY CHRISTMAS TO YOU—Top Artists MY BIRTHDAY COMES ON CHRISTMAS—Dollie Frazier, Joe "Fingers" Carr THE ORGAN PLAYS AT CHRISTMAS—Meady Cole SONGS OF CHRISTMAS—St. Stanford Gordon UNDER THE CHRISTMAS TREE—Joan Garon YINGLE BELLS—Topi Tarponen	70 rpm No. EC-9006 45 rpm No. EC-9006 33 1/3 rpm No. R-9006 33 1/3 rpm No. R-9005 70 rpm No. EC-9013 45 rpm "EP" No. EMB-9007 33 1/3 rpm No. R-9013 & R-9014 33 1/3 rpm No. R-9000 45 rpm "EP" No. EAP-1-543 33 1/3 rpm No. R-9012 70 rpm No. EC-9016 45 rpm "EP" No. EMB-9016 45 rpm "EP" No. EAP-1-9026 45 rpm "EP" No. EC-9003 45 rpm "EP" No. EMB-9002 45 rpm "EP" No. EAP-1-9021 45 rpm "EP" No. EMB-9008 45 rpm "EP" No. EAP-1-461
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CHRISTMAS BEST SELLERS—SINGLE RECORDS

Listed Alphabetically

BE KING TO THE STREET CORNER SANTA CLAUS I GIVE UP!—WHAT IS IT? THE CHRISTMAS BELLES IF I SHOULD LOVE AGAIN I FORGOT TO REMEMBER SANTA CLAUS MY TWO FRONT TEEN IT'S CHRISTMAS THANKS, JIMMY WAKELY OLD TEX KRINKLETopi Tarponen2978Dean Martin2640Sonny James2958Nat "King" Cole2955Frank Sinatra2644Tex Ritter2957
I WAS SANTA CLAUS AT THE SCHOOL HOUSE THE CHRISTMAS PARTY JINGLE BELLS SILENT NIGHT JINGLE BELLS WHITE CHRISTMAS THE LITTLE BOY THAT SANTA CLAUS FORGOT MRS. SANTA CLAUS MY BIRTHDAY COMES ON CHRISTMAS JINGLE-O-THE BROWNIE THE NIGHT BEFORE CHRISTMAS OH! OH! OH! EVER GOLes Paul & Mary Ford1831Topi Tarponen781Les Paul & Mary Ford1881Les Paul & Mary Ford2617Nat "King" Cole2616Les Paul & Mary Ford2956Harry Karl2618
PEACE ON EARTH RUDOLPH THE RED-NOSED REINDEER—MAMBO LOOP DE-LOOP MAMBO CHRISTMAS CAROLY WHITE CHRISTMAS YOU'RE THE ANGEL ON MY CHRISTMAS TREE I'M GONNA TELL SANTA CLAUS ON YOU YULETIDE, PART I—Jingle Siam Freberg & Doris ButlerMartha Carson2969Billy May2948Margaret Whiting & Jimmy Wakely1255Frank Sinatra2954Faron Young2629Siam Freberg & Doris Butler2986

Les Baxter
and The Bombers...

EARTH ANGEL
HAPPY BABY

RECORD NO. 3002



Margaret Whiting

MY SON, MY SON
MY OWN TRUE LOVE

RECORD NO. 2996



HANK
THOMPSON

FERLIN
HUSKEY

JEAN
SHEPARD

DARDANELLA
JOHNSON RAG

RECORD NO. 2998

LITTLE TOM
I FEEL BETTER ALL OVER

RECORD NO. 3001

DON'T RUSH ME
PLEASE DON'T DIVORCE ME

RECORD NO. 2994

The Billboard Music Popularity Charts

POPULAR RECORDS

• Best Sellers in Stores

For survey week ending November 24

RECORDS are ranked in order of their current national selling importance in the retail field. Results are based on The Billboard's weekly survey among the nation's top volume pop record dealers representing every important market area. The reverse side of each record is also listed. When a figure is given in parentheses after the flip title it indicates what position it occupies on the chart.

This Week	Last Week	Chart	Weeks on Chart
1. MR. SANDMAN—Chordettes.....	2	6	
I Don't Wanna See You Cryin'—Cadence 1247—ASCAP			
2. I NEED YOU NOW—E. Fisher.....	1	14	
Heaven Was Never Like This—V 20-5130—ASCAP			
3. THIS OLE HOUSE—R. Clooney.....	3	15	
Hey, There (6)—Col 40266—BMI			
4. TEACH ME TONIGHT—DeCastro Sisters.....	5	9	
It's Love—Abbott 3001—ASCAP			
5. PAPA LOVES MAMBO—P. Como....	4	10	
Things I Didn't Do—V 20-5837—ASCAP			
6. HEY, THERE—R. Clooney.....	7	21	
This Ole House (7)—Col 40266—ASCAP			
7. HOLD MY HAND—D. Cornell.....	6	13	
I'm Blessed—Coral 61208—ASCAP			
8. SHAKE, RATTLE AND ROLL—B. Haley.....	9	16	
A. B. C. Boogie—Dec 29204—BMI			
9. IF I GIVE MY HEART TO YOU—Doris Day.....	8	13	
Anyone Can Fall in Love—Col 40300—ASCAP			
10. COUNT YOUR BLESSINGS—E. Fisher	11	6	
Fanny—V 20-5871—ASCAP			
11. NAUGHTY LADY OF SHADY LANE—Ames Brothers.....	10	2	
Addio—V 20-5977—ASCAP			
12. MAMBO ITALIANO—R. Clooney....	10	4	
We'll Be Together Again—Col 40361—ASCAP			
13. MR. SANDMAN—Four Aces.....	12	2	
I'll Be With You in Apple Blossom Time—Dec 29344—ASCAP			
14. LET ME GO LOVER—J. Weber.....	1		
Mardi Gras—Col 40366—BMI			
15. MUSKAT RAMBLE—McGuire Sisters	13	8	
Lonesome Polecats—Coral 61278—ASCAP			
16. MAKE YOURSELF COMFORTABLE—S. Vaughan.....	20	2	
Crazy Bop Lollipop—Mercury 76032—ASCAP			
17. HAJJI BABA—Nat (King) Cole.....	14	4	
Unbelievable—Cap 2949—ASCAP			
18. DIN, DIN THE LIGHTS—B. Haley....	20	3	
Happy Bim—Dec 29317—BMI			
19. THAT'S ALL I WANT FROM YOU—J. P. Morgan.....	27	2	
Down—V 20-5836—BMI			
20. CARA MIA—D. Whitfield.....	17	16	
Hey, When of Where—London 1486—ASCAP			
21. RUNAROUND—Chuckles.....	28	4	
At Last You Understand—S. 8666—BMI			
22. HEARTS OF STONE—Charmes.....	26	2	
Who Knows—DeLuxe 8062—BMI			
23. I NEED YOU LOVIN'—Cheers.....	18	8	
Afterglow—Cap 2921—BMI			
24. TEACH ME TONIGHT—J. Stafford....	—	2	
Suddenly—Col 40351—ASCAP			
25. WHITHER THOU GOEST—L. Paul & M. Ford.....	15	8	
Mandolin—Cap 2928—BMI			
26. NAUGHTY LADY OF SHADY LANE—A. Bleyer.....	—	1	
While the Vesper Bells Were Ringing—Cadence 1248—ASCAP			
27. SMILE—Nat (King) Cole.....	22	11	
It's Crazy—Cap 2891—ASCAP			
28. YOURS—D. Contino.....	—	1	
Ona Mumbo—Mercury 76035—BMI			
29. THIS OLE HOUSE—S. Hamblen.....	—	3	
When My Lord Picks Up the Paces—V 20-5739—BMI			
30. IT'S A WOMAN'S WORLD—Four Aces	24	5	
Cuckoo Bird in the Pickle Tree—Dec 29269—ASCAP			

• This Week's Best Buys

NO SELECTIONS THIS WEEK

• Most Played in Juke Boxes

For survey week ending November 24

This Week	Last Week	Chart	Weeks on Chart
1. I NEED YOU NOW—E. Fisher.....	2	14	
Heaven Was Never Like This—V 20-5130—ASCAP			
2. THIS OLE HOUSE—R. Clooney.....	1	17	
Hey, There—Col 40266—BMI			
3. IF I GIVE MY HEART TO YOU—Doris Day.....	3	10	
Anyone Can Fall in Love—Col 40300—ASCAP			
4. PAPA LOVES MAMBO—P. Como....	5	8	
Things I Didn't Do—V 20-5837—ASCAP			
5. HEY, THERE—R. Clooney.....	3	18	
This Ole House—Col 40266—ASCAP			
6. TEACH ME TONIGHT—DeCastro Sisters.....	6	8	
It's Love—Abbott 3001—ASCAP			
7. HOLD MY HAND—D. Cornell.....	7	9	
I'm Blessed—Coral 61208—ASCAP			
8. MR. SANDMAN—Chordettes.....	8	4	
I Don't Wanna See You Cryin'—Cadence 1247—ASCAP			
9. SHAKE, RATTLE AND ROLL—B. Haley.....	9	11	
A. B. C. Boogie—Dec 29204—BMI			
10. MUSKAT RAMBLE—McGuire Sisters.....	10	5	
Lonesome Polecats—Coral 61278—ASCAP			
11. MAMBO ITALIANO—R. Clooney....	13	3	
We'll Be Together Again—Col 40361—ASCAP			
12. COUNT YOUR BLESSINGS—E. Fisher.....	13	3	
Fanny—V 20-5871—ASCAP			
13. WHITHER THOU GOEST—L. Paul & M. Ford.....	11	5	
Mandolin—Cap 2928—BMI			
14. IF I GIVE MY HEART TO YOU—D. Day.....	19	10	
Hello, Darling—Mercury 76032—ASCAP			
15. MR. SANDMAN—Four Aces.....	—	1	
I'll Be With You in Apple Blossom Time—Dec 29344—ASCAP			
16. SKOKIAN—R. Marterie.....	12	14	
Crazy Bop Lollipop—Mercury 76032—ASCAP			
17. THAT'S WHAT I LIKE—Duke, Dick & Jimmy.....	15	5	
You Can't Have Your Cake and Eat It Too—Crown 125—ASCAP			
18. IT'S A WOMAN'S WORLD—Four Aces.....	—	1	
Cuckoo Bird in the Pickle Tree—Dec 29269—ASCAP			
19. MOOD INDIGO—N. Petty Trio.....	17	7	
Pretty Little Polka—N. 0048—ASCAP			
20. MAMA DOLL SONG—P. Page.....	—	1	
I Can't Tell a Waltz From a Tango—Mercury 76035—ASCAP			
21. HAJJI BABA—Nat (King) Cole.....	19	2	
Unbelievable—Cap 2949—ASCAP			

According to sales reports in key markets, the following recent releases are recommended for extra profits:

Please send

One Year.....\$10
(1 year at single copy price USA and Canada is \$15)

Foreign Rate.....\$20

Payment enclosed.....\$50

NAME.....

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City, State, Zip.....

The Billboard • 2160 Jefferson St. • Cincinnati 22, Ohio



• Most Played by Jockeys

For survey week ending November 24

This Week	Last Week	Chart	Weeks on Chart
1. MR. SANDMAN—Chordettes.....	1	6	
I Don't Wanna See You Cryin'—Cadence 1247—ASCAP			
2. I NEED YOU NOW—E. Fisher.....	2	13	
Heaven Was Never Like This—V 20-5130—ASCAP			
3. TEACH ME TONIGHT—DeCastro Sisters.....	5	8	
It's Love—Abbott 3001—ASCAP			
4. HOLD MY HAND—D. Cornell.....	3	11	
I'm Blessed—Coral 61208—ASCAP			
5. PAPA LOVES MAMBO—P. Como....	4	9	
Things I Didn't Do—V 20-5837—ASCAP			
6. IF I GIVE MY HEART TO YOU—Doris Day.....	7	12	
Anyone Can Fall in Love—Col 40300—ASCAP			
7. NAUGHTY LADY OF SHADY LANE—Ames Brothers.....	10	3	
Addio—V 20-5977—ASCAP			
8. MR. SANDMAN—Four Aces.....	9	2	
I'll Be With You in Apple Blossom Time—Dec 29344—ASCAP			
9. HEY, THERE—R. Clooney.....	6	20	
This Ole House—Col 40266—ASCAP			
10. THIS OLE HOUSE—R. Clooney.....	8	18	
Hey, There—Col 40266—BMI			
11. COUNT YOUR BLESSINGS—E. Fisher	11	6	
Fanny—V 20-5871—ASCAP			
12. MAKE YOURSELF COMFORTABLE—S. Vaughan.....	19	2	
Life Group—Mercury 76049—ASCAP			
13. MAMBO ITALIANO—R. Clooney....	—	1	
We'll Be Together Again—Col 40361—ASCAP			
14. SHAKE, RATTLE AND ROLL—B. Haley.....	12	6	
A. B. C. Boogie—Dec 29204—BMI			
15. IT'S A WOMAN'S WORLD—Four Aces.....	13	6	
Cuckoo Bird in the Pickle Tree—Dec 29269—ASCAP			
16. HAJJI BABA—Nat (King) Cole.....	20	3	
Unbelievable—Cap 2949—ASCAP			
17. WHITHER THOU GOEST—L. Paul & M. Ford.....	15	7	
Mandolin—Cap 2928—BMI			
18. TEACH ME TONIGHT—J. Stafford....	—	1	
Suddenly—Col 40351—ASCAP			
19. IF I GIVE MY HEART TO YOU—D. Day.....	14	12	
Hello, Darling—Mercury 76032—ASCAP			
20. MR. SANDMAN—B. Morrow.....	—	1	
Rockin' Boogie—Mercury 76047—ASCAP			
21. NAUGHTY LADY OF SHADY LANE—A. Bleyer.....	—	1	
While the Vesper Bells Were Ringing—Cadence 1248—ASCAP			

~~300,000~~~~400,000~~~~500,000~~~~1,000,000~~**FIGURES...SCHMIGURES****There's
Only 1****PATTI
PAGE****JUST RELEASED****'LET ME
GO,
LOVER!'**

COUPLED WITH

"HOCUS POCUS"

MERCURY 70511 • 70511X45



CHICAGO 1, ILLINOIS



Sellers on M-G-M

JONI JAMES
WHEN WE
COME OF AGE

and
EVERY TIME YOU TELL
ME YOU LOVE ME

MGM 11865 78 rpm • K 11865 45 rpm

BILLY ECKSTINE
ONE SWEET KISS

and
LOVE ME

MGM 11855 78 rpm • K 11855 45 rpm

VOTED
most promising
newcomer of
1954—Bill-
board D.J. Poll.

BETTY MADIGAN
ALWAYS YOU
and THAT WAS MY
HEART YOU HEARD

MGM 11812 78 rpm • K 11812 45 rpm

VOTED
one of the
premiering
newcomers of
the year—
Billboard D.J.
Poll.

RUSH ADAMS
ALL OF I GO OUTA
MY MIND

MGM 11873 78 rpm • K 11873 45 rpm

LEROY HOLMES

TARA'S THEME
and JAMIE

MGM 11854 78 rpm • K 11854 45 rpm

TOMMY EDWARDS

I HAVE THAT KIND
OF HEART and YOU WALK BY

MGM 11821 78 rpm • K 11821 45 rpm

UNDECIDED and **ADIEU**

MGM 11876 78 rpm • K 11876 45 rpm

ALAN DEAN

THE SONG FROM DESIREE
and TONIGHT, MY LOVE

MGM 11844 78 rpm • K 11844 45 rpm

DICK HYMAN TRIO

CECILIA and
EAST OF THE SUN

MGM 11811 78 rpm • K 11811 45 rpm

DEAN PARKER

VERA CRUZ and **MANDOLIN**

MGM 11866 78 rpm • K 11866 45 rpm

COUNTRY
and
WESTERN

HANK WILLIAMS

(I'M GONNA) THE ANGEL
SING, SING, SING OF DEATH

MGM 11861 78 rpm • K 11861 45 rpm

ARTHUR SMITH

HI LO TRUCK STOP
BOOGIE GRILL

MGM 11879 78 rpm • K 11879 45 rpm

RAY HANEY

MY SON, THAT LITTLE
SON, BOY OF MINE

MGM 11891 78 rpm • K 11891 45 rpm

DAVE DENNY

CRY, FOOL, STOP, YOU'RE
CRY BREAKING MY HEART

MGM 11831 78 rpm • K 11831 45 rpm

FLASH!
THE ORIGINAL!
THE BEST!

SAM
ULANO

SANTA AND THE
DOODLE
-LIBBO

MGM 11898
K 11898

ORDER
NOW

M-G-M RECORDS

THE GREATEST NAME IN ENTERTAINMENT

The Billboard Music Popularity Charts
POPULAR RECORDS

• **Territorial Best Sellers**

for survey week ending November 24
from top dollar in each of the markets listed.

Atlanta
1. Hey, There, R. Clooney, Col.
2. Teach Me Tonight
DeCastro Sisters, Abb.
3. Count Your Blessings, E. Fisher, V.
4. Mr. Sandman, Chordettes, Cdc.
5. I Need You Now, E. Fisher, V.
6. Shake, Rattle and Roll, B. Haley, Dec.
7. This Ole House, R. Clooney, Col.
8. Love Me, B. Williams, Cor.
9. This Ole House, R. Clooney, Col.

Balti.-Wash.
1. Mr. Sandman, Chordettes, Cdc.
2. Shake, Rattle and Roll, B. Haley, Dec.
3. Teach Me Tonight
DeCastro Sisters, Abb.
4. Hey, There, R. Clooney, Col.
5. I Need You Now, E. Fisher, V.
6. Papa Lavin Manbo, P. Como, V.
7. Hold My Hand, D. Cornell, Cor.
8. This Ole House, R. Clooney, Col.
9. Naughty Lady of Shady Lane
Ames Brothers, V.
10. Count Your Blessings, E. Fisher, V.

Boston
1. Mr. Sandman, Chordettes, Cdc.
2. Teach Me Tonight
DeCastro Sisters, Abb.
3. Make Yourself Comfortable
S. Vaughan, Mir.
4. Naughty Lady of Shady Lane
Ames Brothers, V.
5. Papa Lavin Manbo, P. Como, V.
6. Hey, There, R. Clooney, Col.
7. Naughty Lady of Shady Lane
A. Beyer, Cdc.
8. I Need You Now, E. Fisher, V.
9. This Ole House, R. Clooney, Col.

Buffalo
1. Mr. Sandman, Chordettes, Cdc.
2. Teach Me Tonight
DeCastro Sisters, Abb.
3. Let Me Go, Lover, J. Weber, Col.
4. I Give My Heart to You
Doris Day, Col.
5. Papa Lavin Manbo, P. Como, V.

Chicago
1. Mr. Sandman, Chordettes, Cdc.
2. Papa Lavin Manbo, P. Como, V.
3. I Need You Now, E. Fisher, V.
4. You're So Captain, Mer.
5. Hold My Hand, D. Cornell, Cor.
6. This Ole House, R. Clooney, Col.
7. Hail Hail, Nat (King) Cole, Cap.
8. Make Yourself Comfortable
S. Vaughan, Mir.
9. Naughty Lady of Shady Lane
A. Beyer, Cdc.
10. Hey, There, R. Clooney, Col.

Cincinnati
1. Mr. Sandman, Chordettes, Cdc.
2. Teach Me Tonight
DeCastro Sisters, Abb.
3. I Need You Now, E. Fisher, V.
4. This Ole House, R. Clooney, Col.
5. Count Your Blessings, E. Fisher, V.
6. Hold My Hand, D. Cornell, Cor.
7. I Give My Heart to You
Doris Day, Col.
8. Papa Lavin Manbo, P. Como, V.
9. Hey, There, R. Clooney, Col.
10. Shake, Rattle and Roll, B. Haley, Dec.

Cleveland
1. Teach Me Tonight
DeCastro Sisters, Abb.
2. Mr. Sandman, Chordettes, Cdc.
3. Din, Din the Little B. Haley, Dec.
4. I Need You Now, E. Fisher, V.
5. This Ole House, R. Clooney, Col.
6. Love Me, B. Williams, Cor.
7. This Ole House, R. Clooney, Col.
8. Let Me Go, Lover, J. Weber, Col.
9. I Give My Heart to You
Doris Day, Col.
10. Papa Lavin Manbo, P. Como, V.

Dallas-Fort Worth
1. I Need You Now, E. Fisher, V.
2. Teach Me Tonight
DeCastro Sisters, Abb.
3. This Ole House, R. Clooney, Col.
4. Count Your Blessings, E. Fisher, V.
5. This Ole House, R. Clooney, Col.
6. Let Me Go, Lover, J. Weber, Col.
7. Hey, There, R. Clooney, Col.
8. I Give My Heart to You
Doris Day, Col.
9. Count Your Blessings, E. Fisher, V.
10. Papa Lavin Manbo, P. Como, V.

Denver
1. This Ole House, R. Clooney, Col.
2. I Need You Now, E. Fisher, V.
3. Hey, There, R. Clooney, Col.
4. I Give My Heart to You
Doris Day, Col.
5. Mr. Sandman, Chordettes, Cdc.
6. Papa Lavin Manbo, P. Como, V.
7. Make Yourself Comfortable
S. Vaughan, Mir.
8. Naughty Lady of Shady Lane
Ames Brothers, V.
9. This Ole House, R. Clooney, Col.
10. Let Me Go, Lover, J. Weber, Col.

Detroit
1. Mr. Sandman, Chordettes, Cdc.
2. Teach Me Tonight
DeCastro Sisters, Abb.
3. Shake, Rattle and Roll, B. Haley, Dec.
4. Papa Lavin Manbo, P. Como, V.
5. Land of Dreams, H. Waterfall, V.
6. Din, Din the Little B. Haley, Dec.
7. I Need You Now, E. Fisher, V.
8. Papa Lavin Manbo, P. Como, V.
9. Naughty Lady of Shady Lane
Ames Brothers, V.
10. Count Your Blessings, E. Fisher, V.

Kansas City
1. Mr. Sandman, Chordettes, Cdc.
2. Shake, Rattle and Roll, B. Haley, Dec.
3. Papa Lavin Manbo, P. Como, V.
4. Naughty Lady of Shady Lane
Ames Brothers, V.
5. This Ole House, R. Clooney, Col.
6. Count Your Blessings, E. Fisher, V.

Los Angeles
1. Mr. Sandman, Chordettes, Cdc.
2. I Need You Now, E. Fisher, V.
3. This Ole House, R. Clooney, Col.
4. Papa Lavin Manbo, P. Como, V.
5. I Give My Heart to You
Doris Day, Col.
6. Hey, There, R. Clooney, Col.
7. Naughty Lady of Shady Lane
Ames Brothers, V.
8. Papa Lavin Manbo, P. Como, V.
9. Count Your Blessings, E. Fisher, V.
10. Papa Lavin Manbo, P. Como, V.

Memphis-Sav. Paul
1. Mr. Sandman, Four Aces, Dec.
2. Papa Lavin Manbo, P. Como, V.
3. I Need You Now, E. Fisher, V.
4. This Ole House, R. Clooney, Col.
5. Land of Dreams, H. Waterfall, V.
6. Shake, Rattle and Roll, B. Haley, Dec.
7. Count Your Blessings, E. Fisher, V.
8. Papa Lavin Manbo, P. Como, V.
9. Naughty Lady of Shady Lane
Ames Brothers, V.
10. I Give My Heart to You
Doris Day, Col.

New Orleans
1. I Need You Now, E. Fisher, V.
2. Papa Lavin Manbo, P. Como, V.
3. Mr. Sandman, Four Aces, Dec.
4. This Ole House, R. Clooney, Col.
5. Land of Dreams, H. Waterfall, V.
6. Shake, Rattle and Roll, B. Haley, Dec.
7. Count Your Blessings, E. Fisher, V.
8. Papa Lavin Manbo, P. Como, V.
9. Naughty Lady of Shady Lane
Ames Brothers, V.
10. I Give My Heart to You
Doris Day, Col.

New York
1. Papa Lavin Manbo, P. Como, V.
2. Hey, There, R. Clooney, Col.
3. Shake, Rattle and Roll, B. Haley, Dec.
4. This Ole House, R. Clooney, Col.
5. Teach Me Tonight
DeCastro Sisters, Abb.
6. Mr. Sandman, Chordettes, Cdc.
7. I Need You Now, E. Fisher, V.
8. Papa Lavin Manbo, P. Como, V.
9. Land of Dreams, H. Waterfall, V.
10. Shake, Rattle and Roll, B. Haley, Dec.

Philadelphia
1. Teach Me Tonight
DeCastro Sisters, Abb.
2. Mr. Sandman, Chordettes, Cdc.
3. This Ole House, R. Clooney, Col.
4. Papa Lavin Manbo, P. Como, V.
5. Land of Dreams, H. Waterfall, V.
6. Shake, Rattle and Roll, B. Haley, Dec.
7. Count Your Blessings, E. Fisher, V.
8. Papa Lavin Manbo, P. Como, V.
9. Naughty Lady of Shady Lane
Ames Brothers, V.
10. I Give My Heart to You
Doris Day, Col.

Pittsburgh
1. Mr. Sandman, Chordettes, Cdc.
2. Naughty Lady of Shady Lane
Ames Brothers, V.
3. Make Yourself Comfortable
S. Vaughan, Mir.
4. Let Me Go, Lover, J. Weber, Col.
5. Teach Me Tonight
DeCastro Sisters, Abb.
6. Papa Lavin Manbo, P. Como, V.
7. Papa Lavin Manbo, P. Como, V.
8. Land of Dreams, H. Waterfall, V.
9. Din, Din the Little B. Haley, Dec.
10. Let Me Go, Lover, J. Weber, Col.

St. Louis
1. Mr. Sandman, Chordettes, Cdc.
2. Teach Me Tonight
DeCastro Sisters, Abb.
3. Mr. Sandman, Four Aces, Dec.
4. Papa Lavin Manbo, P. Como, V.
5. Shake, Rattle and Roll, B. Haley, Dec.
6. I Give My Heart to You
Doris Day, Col.
7. Naughty Lady of Shady Lane
Ames Brothers, V.
8. This Ole House, R. Clooney, Col.
9. Let Me Go, Lover, J. Weber, Col.
10. Papa Lavin Manbo, P. Como, V.

San Francisco
1. Mr. Sandman, Chordettes, Cdc.
2. Papa Lavin Manbo, P. Como, V.
3. I Need You Now, E. Fisher, V.
4. Hey, There, R. Clooney, Col.
5. I Give My Heart to You
Doris Day, Col.
6. Let Me Go, Lover, J. Weber, Col.
7. Shake, Rattle and Roll, B. Haley, Dec.
8. Count Your Blessings, E. Fisher, V.
9. Teach Me Tonight
DeCastro Sisters, Abb.
10. Papa Lavin Manbo, P. Como, V.

Seattle
1. Mr. Sandman, Chordettes, Cdc.
2. Hey, There, R. Clooney, Col.
3. I Give My Heart to You
Doris Day, Col.
4. I Give My Heart to You
Doris Day, Col.
5. Shake, Rattle and Roll, B. Haley, Dec.
6. Land of Dreams, H. Waterfall, V.
7. Papa Lavin Manbo, P. Como, V.
8. Naughty Lady of Shady Lane
Ames Brothers, V.
9. This Ole House, R. Clooney, Col.
10. Count Your Blessings, E. Fisher, V.

St. Paul
1. Mr. Sandman, Chordettes, Cdc.
2. Papa Lavin Manbo, P. Como, V.
3. I Need You Now, E. Fisher, V.
4. Hey, There, R. Clooney, Col.
5. I Give My Heart to You
Doris Day, Col.
6. Let Me Go, Lover, J. Weber, Col.
7. Shake, Rattle and Roll, B. Haley, Dec.
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Doris Day, Col.
6. Let Me Go, Lover, J. Weber, Col.
7. Shake, Rattle and Roll, B. Haley, Dec.
8. Count Your Blessings, E. Fisher, V.
9. Teach Me Tonight
DeCastro Sisters, Abb.
10. Papa Lavin Manbo, P. Como, V.



**The Billboard
1954
Disk Jockey
Poll**

**ARTIST FAVORITES
MALE VOCALISTS**

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Who is your favorite male vocalist (with or without a band)?

PLACE	WINNER	LABEL	1953
1.	FRANK SINATRA	Capitol	5
2.	PERRY COMO	RCA Victor	1
3.	EDDIE FISHER	RCA Victor	2
4.	NAT KINGDOM	Capitol	

ACADEMY AWARD:

BEST SUPPORTING PERFORMANCE

FRANK SINATRA

"FROM HERE TO ETERNITY"

NOW IN RELEASE:

"Suddenly"

CHRISTMAS RELEASE:

"Young At Heart"

NOW SHOOTING:

"Not As A Stranger"

STARTING IN MARCH:

"Guys And Dolls"

RECORDS, Popular

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Which single record in the Popular category did you like most during the past 12 months?

PLACE WINNER

1. YOUNG AT HEART, Frank Sinatra... Capitol
2. LITTLE THINGS MEAN A LOT, Kitty Kallen... Decca
3. SECRET LOVE, Doris Day... Columbia

ALBUM FAVORITES

Based on actual vote of disk jockeys covering period of January 1, 1954, thru October 9, 1954.

Which album or set of records in the popular category did you like most in the last 12 months?

PLACE WINNER

1. SWING EAST, Sinatra... Capitol
2. GLENN MILLER LIMITED EDITION, VOL. II... RCA Victor

Busy, busy, busy

Frank



DAVID WHITFIELD

sings the year's biggest Xmas hit

SANTO NATALE

(Merry Christmas)

backed by
ADESTE FIDELES
1508 & 45-1508

BILLBOARD (November 20): Spotlight Pick
CASH BOX (November 20): Best Christmas Disc of the Week
VARIETY: Best Bet
MUSIC GUILD OF AMERICA: 2 Stars

stronger than ever
CARA MIA

1486 & 45-1486

London
RECORDS



The Billboard Music Popularity Charts POPULAR RECORDS

• Review Spotlight on... RECORDS

DENISE LOR

From Nine to Five (Alamo, ASCAP)

Our Future Has Only Begun (Sunbeam, BMD)—Mercury 70509—It looks as tho the century has a big one in her first Mercury waxing. "From Nine to Five" is an appealing ballad with an effective typewriter-sound gimmick carrying out the theme of a secretary's boy love for her boss. The flip "Our Future Has Only Begun" is an attractive waltz, with good phrasing by the singer.

• Reviews of New Pop Records

PERRY COMO

SBK 100101—A Billboard "Spotlight" 11-27-74. (Chappell, ASCAP)

Home for the Holidays...86

Perry Como, backed closely by a song home over the holidays on this bright and happy new holiday tune. The Much Adoed about nothing solid backing. This side is due to get attention during the next four weeks. (Reese, ASCAP)

PATTI PAGE

Let Me Go, Later...87

Victory 20-902—A Billboard "Spotlight" 11-27-74. (SBB & Range, BMD)

Unsung Hero...88

A Billboard "Spotlight" 11-27-74. (Meridian, BMD)

SUNNY GALE

Let Me Go, Later...87

Victory 20-902—A Billboard "Spotlight" 11-27-74. (SBB & Range, BMD)

Unsung Hero...88

A Billboard "Spotlight" 11-27-74. (Meridian, BMD)

TERESA BREWER

Let Me Go, Later...87

Coral 61135—A Billboard "Spotlight" 11-27-74. (SBB & Range, BMD)

Unsung Hero...88

A Billboard "Spotlight" 11-27-74. (Meridian, BMD)

NAT COLE-DEAN MARTIN

Let Me Go, Later...87

Capitol 2455—A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

Unsung Hero...88

A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

TONY MARTIN

Let Me Go, Later...87

Victory 20-902—A Billboard "Spotlight" 11-27-74. (SBB & Range, BMD)

Unsung Hero...88

A Billboard "Spotlight" 11-27-74. (Meridian, BMD)

FRANK WELB ORK

Let Me Go, Later...87

Capitol 2455—A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

Unsung Hero...88

A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

LEE BAXTER

Let Me Go, Later...87

Capitol 2455—A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

Unsung Hero...88

A Billboard "Spotlight" 11-27-74. (Meridian, BMD)

THE FOUR CORNERS

Let Me Go, Later...87

Capitol 2455—A Billboard "Spotlight" 11-27-74. (Meridian, BMD)

Unsung Hero...88

A Billboard "Spotlight" 11-27-74. (Meridian, BMD)

FRANK SINATRA

Let Me Go, Later...87

Capitol 2455—A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

Unsung Hero...88

A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

THE PENNSYLVANIANS TEEN TRIO

Let Me Go, Later...87

Capitol 2455—A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

Unsung Hero...88

A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

RONNIE GAYLORD

Let Me Go, Later...87

Capitol 2455—A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

Unsung Hero...88

A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

GUY MITCHELL

Let Me Go, Later...87

Capitol 2455—A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

Unsung Hero...88

A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

JOE LEAHY ORK

Let Me Go, Later...87

Capitol 2455—A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

Unsung Hero...88

A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

JIMMY DURANTE

Let Me Go, Later...87

Capitol 2455—A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

Unsung Hero...88

A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

LEE BROWN

Let Me Go, Later...87

Capitol 2455—A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

Unsung Hero...88

A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

LUCAS ARMSTRONG

Let Me Go, Later...87

Capitol 2455—A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

Unsung Hero...88

A Billboard "Spotlight" 11-27-74. (Meridian, ASCAP)

(Continued on page 42)

We're starting our
2nd year with
3 SMASH HITS



ROY HAMILTON



"HURT" b/w "Star of Love"

9086, 5-9086

THE FOUR COINS



"I LOVE YOU MADLY" b/w "Maybe"

9082, 5-9082



DE JOHN SISTERS



"NO MORE" b/w "Theresa" (The Little Flower)

9085, 5-9085



"EPIC" TRADE-MARK

The Billboard Music Popularity Charts

POPULAR RECORDS

Reviews of New Pop Records

Continued from pag. 40

for Satchmo's loyal fans. (Schmmer, ASCAP)
Rebeck... 74
 Armstrong gets a chance here to tell about some spoons that were wandering about his home. The chatter hands it a great vocal, but the material runs down hill. (Gen. Lela, ASCAP)

BING CROSBY
 The Song From Desires... 75
 DECCA 2937 — Crosby croons a slow, subtle version of the lovely waltz theme from the new movie. Should get plenty of spins, particularly in spots where the picture is playing. (Rubbins, ASCAP)
 Who Gave You the Blues?... 73
 Another luscious period ballad sung with Crosby's small sincerity and appeal. (Sam Weir, ASCAP)

JACK CARROLL
 Wash War?... 74
 MAJOR 134 — Warm job by Carroll here on a listenable tune, over a lovely arrangement by the Joe Leary orchestra. Side could get spins if exposed.

Carroll sells the tune with much charm. (Khanburi, BMI)
 Say, What?... 73
 Weather Like in Paris?... 73
 Tune taken from the sound track of the French film "Mr. Hulot's Holiday" receives a pleasant vocal from the chatter. Again the Leary crew lends fine backing. Side could get spins in towns the flick is playing. (Miller, ASCAP)

ARTHUR PRYCKE
 Show Me How to Mamba... 74
 MERCURY 7602 — Prycke asks for instruction in a lively mamba number. Could do some juba box business. (Cahoe, BMI)
 I'm in Heaven Tonight... 70
 The chatter sings lots of feeling in this good rendition of a ball, romantic ballad. (Desaut, BMI)

ART CARNEY
 Sings and the Doodle-De-Dee... 74
 COLUMBIA 4040 — Carney's version of an old Chet Baker request is delivered in a spirit of fun, to back-

ing by percussion. Kiddies will be intrigued by this one, and it could be a good seller if pushed with the youngest market.
 'Twas the Night Before Christmas... 69
 Carney punches out the poem to the horns to the accompaniment of rhythm alone. Figures to attract pre-holiday spins.

JACK PLEIS ORK
 Partis Lovers... 73
 DECCA 2936 — An attractive vocal and instrumental arrangement of one of Cole Porter's lovely songs from his own Broadway show "Billie Holiday." (Chapman, ASCAP)

Todd... 70
 A member pastoral instrumental theme from the Republic movie "Tennessee" with some haunting harmonica solo work. (Trehle, ASCAP)

THE THREE RAYS-GEORGE CATES
 I've Laid the Door Open... 73
 CORAL 6120 — A pretty, homogenous ballad sung with simple sincerity by the four trio. Could go country and western as well as pop. (Sherlock, ASCAP)
 I Ain't Got Nobody... 70
 Girls warble oldie pleasantly, with okay backing by Cates. (Mayday, ASCAP)

MANTOVANI ORK
 Lonely Ballade... 73
 LONDON 1507 — Many disk jockeys ought to find this beautiful ballad a masterpiece welcomed by their listeners. Good program wax.
 You Stopped Out of a Dream... 70
 The Mantovani strings do an elegant job with the pretty tune. A listening treat.

NAVYER CUGAT ORK
 Fields Nighttime... 71
 COLUMBIA 4077 — Cugat wraps up one of his own tunes from the RKO picture "Americasia" in an exotic instrumental arrangement which should get some juba play. (E. B. Marks, BMI)

The American... 70
 Same comment. (E. B. Marks, BMI)

ART LUND
 Little Dream... 71
 CORAL 6120 — Lund projects the happy, retrovise spirit of this lively B — with style and warmth. The poppy, instrumental arrangement is an asset that will help sell the disk to jockeys. (Elliott, ASCAP)
 L'Amour Toujours L'Amour... 68
 The French standard in a crisp, upbeat arrangement that finds Lund in close harmony with a beautifully driven chorine and orchestra under Dick Jacobs. (Harms, ASCAP)

GARY MANN
 This Is My Love... 71
 MERCURY 7010 — Mann bows away a new show time, and a pleasing rendition of an attractive new ballad. The gay delivery is a welcome relief. (Crittenden, ASCAP)
 The Break... 67
 Again, Mann plays well. This time the material is just a bit more interior, if more lively melody line. (Tishley, BMI)

DICKIE VALENTINE
 The Finger of Suspicion... 70
 With a new show time, a pleasant ballad with smooth vocal assurance and sincerity. He is backed up by the band.
 Endless... 70
 Same comment.

DOLores GRAY
 The Hands of Time... 70
 DECCA 2933 — Dolores Gray has a way with a show time, and in this rendition of the ditty from Cole Porter's "Black and White" comes there with a good demonstration of her ability. Her fans will like the disk.
 The Finger of Suspicion... 68
 With a new show time, a pleasant ballad with smooth vocal assurance and sincerity. He is backed up by the band.
 Endless... 70
 Same comment.

DIDO RAWLEY
 The Hands of Time... 68
 FABOR 4001 — Dreamy waltz ballad is sold strongly by Didie Rawley. Entry should attract some spins. (Chadwick, BMI)
 Don't Forget to Bring Me Back Your Love... 65
 A B-flat opus sung cheerfully by the thrush. A happy side. (Dundell, BMI)

EDDIE LAYTON ORK
 Some From Dootie... 68
 BENJAMIN 5025 — The pretty film tune is turned back and forth between organ and electric guitar in this pretty instrumental version. The catchy three-quarter beat makes it a fine dance record. (Mills, ASCAP)
 Too-De-Too... 67
 Changing the beat, Layton and his trio bring this a poppy, happy tune here that is also very appealing. The coupling would make this an above-average juke box possibility. (E. B. Marks, BMI)

THE LAINIE SISTERS
 I've Got Somebody New... 67
 FABOR 4002 — The girls bow on the label with an old reading of a new ballad, with good pop support. (Dundell, BMI)
 The Dimple... 65
 Same comment. (Farmer, ASCAP)

DICK HYMAN
 I've Got My Love in Keep Me Warm... 66
 M-G-M, on No-Hyman is a honey organ reading of the Berlin evergreen. Somewhat on the cool side. (Berline, ASCAP)
 Jackson... 66
 Here Hyman shows his versatility by pounding the keys of a harmonichord. Good listening. (Mills, ASCAP)

WALTER FULLER ORK
 Kicks 4-4... 66
 KICKS 4-4 — The veteran West Coast band leader kicks off on Kicks with a pretty instrumental. This mamba is played with a crisp, dry snare that throws its exciting rhythm pattern in high relief. Good dance disk. (Columbia, BMI)
 Closer to My Heart... 65
 A waltz ballad sung with little feeling and getting only taken support from the orchestra. (Columbia, BMI)

ROGER ROGER ORK
 Small Talk... 65
 M-G-M 3086 — A pleasant opus, somewhat in Leroy Anderson style, is played pretty by the orchestra. (Weiss & Barry, BMI)
 Thelma... 64
 A beautiful waltz played brightly by the orchestra. Solon takes by a happy. (Weiss & Barry, BMI)

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ATTENTION
RECORD RACK JOBBERS
 Unique Plan puts you in Record Manufacturing Business without capital outlay
 Prominent low-priced phonograph record manufacturer has an interesting proposition for rack operators in Supermarkets. Complete catalogue of records available exclusively for rack jobbers in their area. Records cannot be purchased anywhere else in territories allocated, nor from any other retailer except from similar rack jobbers.
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 Billboard, Cincinnati 22, Ohio

THE GREATEST JAZZ IN THE WORLD

THE LIONEL HAMPTON QUINTET
 Featuring the longest version of "Flying Home" ever recorded — 17 minutes
 Oscar Peterson Buddy DeFranco
 Buddy Rich Ray Brown
 long playing 12" record
 MG C-639 \$4.95

ARTIE SHAW AND HIS GRAMERCY FIVE
 The greatest collection of jazz artists ever assembled... A full 3 hour concert
 Featuring:
 Oscar Peterson Ray Brown
 Ray Elridge Benny Carter
 Gene Krupa J.C. Heard
 Flip Phillips Herb Ellis
 Ben Webster
 3 - 12" long playing records plus
 3 - 10" master long playing record plus
 3 - 10" 13 original photos
 All packaged in 6 boxes
 MG \$15.00

ARTIE SHAW AND HIS GRAMERCY FIVE
 The third album of the "Sceptical New Gramercy Five" doing such standards as:
 Too Marvelous for Words
 September Song Yuletide
 My Romance Valentine's Night
 Dancing in the Streets
 long playing 12" record
 MG C-630 \$4.95

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451 NO. CANON DR. • BEVERLY HILLS, CALIF. • 522 FIFTH AVENUE • NEW YORK CITY



Top Pops For Top Tens!



PICKED And CHARTED
SARAH VAUGHAN
**"Make Yourself
 Comfortable, Baby"**

COUPLED WITH
"IDLE GOSSIP"
 MERCURY 70469 • 70469X45

**The
 Crew Cuts**



"The Barking Dog"
 AND
"All I Wanna Do"

MERCURY 70490 • 70490X45

**Ralph
 Marterie**



"Kiss Crazy, Baby"
 AND
"Bongo Guitar"

MERCURY 70482 • 70482X45

**The
 Gaylords**



"Pupalina"
 AND
"Wonderful Lips"

MERCURY 70479 • 70479X45

**Dick
 Contino**



"YOURS"
 AND
"Oh, Mambo"

MERCURY 70455 • 70455X45

**Denise
 Lor**



"From Nine To Five"
 AND
**"OUR FUTURE HAS
 ONLY BEGUN"**

MERCURY 70509 • 70509X45

Rusty Draper
 AND
**The Laurie
 Sisters**



**"I Got
 A Hole In My Sole"**

AND
"WATCH YOUR LANGUAGE"
 MERCURY 70481 • 70481X45

**Vic
 Damone**



"The Wind Song"
 AND
"Silk Stockings"

MERCURY 70480 • 70480X45

**Nick
 Noble**



"My Own True Love"
 AND
"Don't Break My Heart"

MERCURY 70496 • 70496X45

**Patti
 Page**



"Mama Doll Song"

AND
**"I CAN'T TELL A
 WALTZ FROM A TANGO"**
 MERCURY 70458 • 70458X45



HEADING FOR THE TOP "POP"

recorded by **FABOR RECORDS**

Beautiful listening for
the coming holiday season

**DIDO
ROWLEY**

THE HANDS OF TIME

**DON'T FORGET
TO BRING ME
BACK YOUR LOVE**

(Skip Martin's Orch.)

FABOR 4001



Proudly introducing...

**THE
LAINIE
SISTERS**

**I'VE GOT
SOMEBODY NEW**

THE DIGGIE SONG

(Skip Martin's Orch.)

FABOR 4002



FABOR RECORDS

6636 Hollywood Blvd., Hollywood 28, Calif.

Distributed in Canada by QUALITY RECORDS, LTD., Toronto

Home Entertainm't Center in Coast Apartment Project

HOLLYWOOD, Nov. 27.—Minthorne Music Company, distributor for the J. P. Seeburg Company's Selectomatic, this week completed negotiations for the installation of a custom-designed home entertainment center at a model apartment in the mammoth Park-La Brea apartment community here.

The unit, featuring the Seeburg 200 Selectomatic, also includes a Fleetwood television screen, Craftsman AF-100 tuner and a Crestwood tape recorder. Complete with its own speaker system, the unit will sell for approximately \$1,750.

Park-La Brea Apartments are owned and operated by the Metropolitan Life Insurance Company and are composed of 2,754 apartment units.

Cap 'Gold Trophy' Award Set for Italy

ROME, Nov. 27.—Dealers and distributors in Italy are currently being advised by Capitol Records' Italian distributor, Cetra Records of Turin, of the establishment of the "Capitol Golden Trophy of 1954," which will be awarded to the dealer who acquires the 200,000th Capitol record issued in Italy this year. Edgardo Trinelli, Cetra chief, disclosed in a bulletin issued to the trade that the new trophy will be awarded on a regular basis from now on.

The establishment of the Capitol dealer trophy by Cetra is not an innovation for the Italian company. Cetra's "Golden Disk" award, modeled after American Capitol's million-sale award, was the first of its kind ever issued in Italy and is already in its third edition. The trophies are eagerly welcomed by promotion-wise dealers as strong sales boosters in the trade. Both awards are far standard as well as long-playing disks.



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HEADING FOR NO. 1

CAN'T WAIT!!!

Richard Maltby
STARDUST MAMBO

STRICTLY INSTRUMENTAL

X-0075 (4X-0075)



a product of Radio Corporation of America

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**STOP RECORD-
SCRATCH DAMAGE**
with Fool-Proof

Phono-Gard
Record Demonstrator



line ENGINEERING CO.
CHICAGO 22,
ILLINOIS



↑ TONE ARM
CANNOT
BE HANDLED! ↑

Big RCA Build-Up For Arcaraz Via Deejays, Dealers

HOLLYWOOD, Nov. 27.—RCA Victor is scheduled to undertake an intensive disk jockey and dealer campaign in an effort to further acquaint Stateside disk fans with the music of Luis Arcaraz, the Latin Glenn Miller.

Currently working in his first Stateside location job at the Oasis here, Arcaraz has attained an enviable sales record in his six years at RCA Victor, consistently notching heavy sales in the Latin-American disk markets. Move by the platterer is to be timed with his stand here, which is followed by a three-week one-nighter tour thru Texas.

Camden Steps Up Consumer Mags Advertising Bally

NEW YORK, Nov. 27.—Camden Records is stepping up its consumer ad campaign. Ads have been scheduled in Life, Time, the Saturday Review and National Geographic magazines during the next few weeks. Inquiries pulled are referred to local dealers thru distributors.

Meanwhile, the low-price RCA label recently opened up for general distribution has gained official listing by the W. T. Grant, Neisner Brothers and F. W. Woolworth stores.

Decca Crosby EP For DJ Christmas

NEW YORK, Nov. 27.—Decca Records has made up a special 45 EP, featuring four Bing Crosby Christmas songs, which is going out to 1,800 key deejays this week. The EP, which is not for sale, spotlights Decca's three all-time largest selling singles—"White Christmas," "Silent Night" and "Jingle Bells"—plus a fourth Crosby waring, "Silver Bells."

The first three disks have racked up more than 20,000,000 sales among them over the years. The EP is packaged in a special seasonal jacket, with Christmas greetings from Decca's publicity chief Mike Conner on the back.

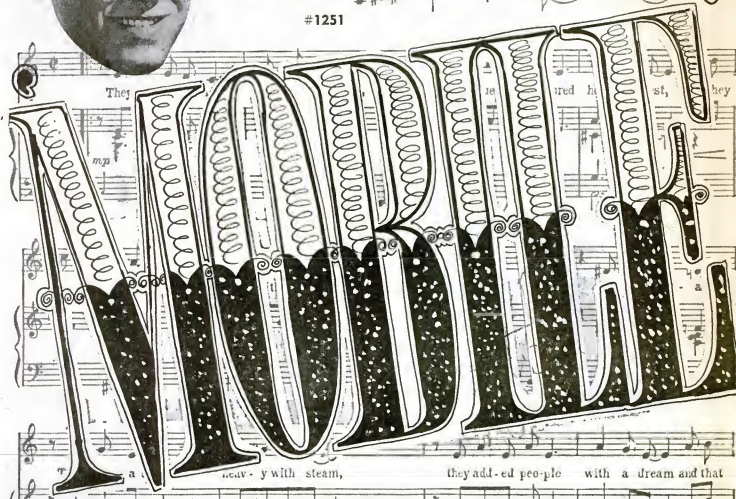
JULIUS LAROSA



Mobile
with his
Swingsational
version on
Cadence

Words and Music by
BOB WELLS and
DAVID HOLT

#1251



SAUTER-FINEGAN



with their
unique
version
on RCA Victor

20/47-5947



HOLLYWOOD
1507 No. Vine St.

ARDMORE MUSIC CORP.
Mike Gould, Vice Pres.
Duke Niles

NEW YORK
1730 Broadway

NEWS REVIEW

Combine of
Jazz Kings
A Fine Set

By BOB ROLONTZ

It is hard to imagine any combination in jazz that could be more nearly right than a combination of Louis Armstrong, and W. C. Handy, a uniting of the king of the trumpet with the king of the blues. George Avakian, Columbia Record's jazz chief, has put the combination together, and he has come up with a "natural." It is one of the brightest jazz sets in many a day and one of Satchmo's best sets ever. The combination of Armstrong singing and playing such Handy tunes as "St. Louis Blues," "Memphis Blues," "Beck's Blues," "Chantrelle-Les-Bas" and others, is well-nigh irresistible.

LOUIS ARMSTRONG
PLAYS W. C. HANDY —
(1-12) — Columbia CL 591.

Armstrong made these recordings for Columbia while he was "between contracts" at Decca Records early this year. Louis, with the help of Velma Middleton, and a great jazz combo, featuring Tommy Young, Barney Bigard, Billy Kyle, Arvell Shaw and Barrett Deems, turns out some wonderful work here. The opening "St. Louis Blues," which runs for nine minutes and features a solid vocal by Miss Middleton, ranks in quality to Armstrong's record on the time many years back with blues singer Bessie Smith. And he is in superb form both vocally and on horn on all the other tunes in the set.

Velma Middleton, addition to her work on "St. Louis Blues," pairs with Satchmo on "Long Gone" and "Hesitating Blues."

Mrs. Kany Dies
In Auto Crash

DAYTON, O., Nov. 27.—Arthur S. Kany, Dayton Journal Herald amusement editor for more than 25 years, is recovering at Good Samaritan Hospital here from injuries sustained in an automobile accident in which his wife was killed. Kany suffered severe shock and a possible back injury at a Dayton intersection late Saturday night (20) when another car ran a red light and struck the Kany car broadside. The driver is charged with second-degree manslaughter and driving while intoxicated.

Mrs. Kany, the "constant companion" mentioned in many of her husband's columns, was killed almost instantly. The couple had been married 43 years. She was 70 years old.

Kany, after 30 years as a Journal Herald reporter, is the dean of working newspaper reporters in Dayton, and for more than 25 years has been The Billboard representative in the Dayton area.

ATTENTION
DEPARTMENT STORES AND
SUPER-MARKET RACK JOBBERS

Seasonal Christmas packages nationwide advertised in Life Magazine available 12 favorite Christmas songs, organ and children and church, in highly attractive Christmas package, each music priced at 49¢ 78¢ records. Minimum quantity 100 packages. See J.M. International, Inc., 1000 Broadway, New York 10, N.Y.

White Christmas
Silent Night
Joy to the World
Hark! The Herald
Angels Sing
Deck the Halls
Joy in the World
Hark! The Herald
Angels Sing
Away in a Manger
Bathlehem
Nativity

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Billsboro, Cincinnati 33, Ohio, or

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SONG-CRAFT, INC.
1410 Broadway New York 10, N.Y.

Admen of every kind
Endorse The Billboard as a
TOP SELLING FORCE

Two New Teams
Bring Coral Comic
Roster to Sixteen

NEW YORK, Nov. 27.—Coral Records is getting clown-happy, with 16 well-known comics currently active on the label. The latest funny men signed by artist and repertoire chief Bob Thiele are the comedy teams of Bob and Ray, and Hal March and Tom de Andre. The former pair cut their first sides last week.

In line with this, Coral is readying an extensive promotion campaign on "The Laugh of the Party," first in a series of new comedy albums, with 30,000 special display easels going out to dealers this week. Thiele, who claims the comic voice is paying off well, plans to schedule a comedy single release by the label about every six weeks.

EmArcy Label
Building Up
Jazz Catalog

NEW YORK, Nov. 27.—Mercury Records will continue to build its Emarcay jazz label with a steady flow of LP and EP releases and additional signings of recording talent. To date the label has released 20 LP disks and over 30 extended play packages. According to Emarcay chief Bob Shad, the schedule calls for six new LP's each month all of which will be duplicated in EP form.

Among the artists already under contract are Dinah Washington, Sarah Vaughan, Erroll Garner, Clifford Brown, Max Roach, Art Blakey, Herbie Cotton, Maynard Ferguson, Paul Quinichette and Joe Gordon.

Promotionally, the label will

Hi-Lo Exit Trend,
Following Others

HOLLYWOOD, Nov. 27.—The Hi-Lo's vocal group featured on Trend Records, exited the label this week on what is reported to be a temporary release. Group has recorded an album of standards titled "Listen" on Starlite Records. In recent weeks, the Trend artist roster has been greatly depleted, with the Laurens going to Coral, Jerry Fiedler on to a tryout at Decca, and Milt Dennis to RCA Victor.

Cover delays and will turn out easel covers on all album releases. The key items on each release will also be backed up with mammoth-sized cover blow-ups on easel stands. New items set for early release are "After Hours With Miss D." Clifford Brown and Max Roach, "Erroll Garner Contrasts" and "Dinah Jams." The latter three will be 12-inch LP packages.

BIEM Plans
New Rates

PARIS, Nov. 27.—BIEM, the mechanical—royalty collection agency for music publishers in Continental Europe, is readying a new rate schedule to accommodate increased use of music on LP records. Its current three-year pact with record manufacturers runs out the end of this year.

The new BIEM rate structure will call for a separate royalty payment for each tune used on an LP. Until now manufacturers have been required to pay out 8 percent of the record retail price to BIEM for copyright material, with the money then cut up among all publishers represented on the disk. In some cases, LP medleys have included as many as 25 tune fragments, with the resultant fractional split calling forth publisher squawks.

THE GREATEST JAZZ IN THE WORLD

JAZZ CONCERT No. 1
Taken directly from the Jazz at the Philharmonic Concert Tapes...
Featuring:
Oscar Peterson
Charlie Parker
Coleman Hawkins
Lester Young
Harry Edison
Bill Harris
Flip Phillips
Buddy Rich
Ray Brown
2 - 12" long playing records in a box
MG-JC 1 \$10.00

JOURNEY INTO LOVE
A love story set to music featuring the Compositions, Arrangements and Conducting of Louis Bellson and Buddy Baker
long playing 12" record
MG N-1007 \$4.95

AFRO - DIZZY GILLESPIE AND HIS ORCHESTRA
Afro-Cuban and jazz fused into the most exciting album of the year... featuring Dizzy with a 20 piece orchestra
long playing 12" record
MG N-1003 \$4.95

INTERPRETATIONS BY THE STAN GETZ QUINTET No. 2
Dean Getz's 1954 critic poll winner Stan Getz... with his second great quintet album
Featuring:
Bob Brookmeyer
John Williams
Teddy Kotick
Frank Tash
long playing 12" record
MG N-1008 \$4.95

NORGRAN RECORDS
451 NORTH CANON • BEVERLY HILLS
522 5th AVENUE • NEW YORK CITY

THE ORIGINAL...



BUDDY DE VAL AND MYRNA LORRIE

"ARE YOU MINE"

b/w

"YOU BET I KISSED HIM"

ABBOTT 172

ABBOTT RECORDS, Inc.

6436 HOLLYWOOD BLVD.

HOLLYWOOD 28, CALIFORNIA

Distributed in Canada by QUALITY RECORDS, LTD., Toronto

Looks Like a Sure HIT!

GINNY
WRIGHT"I'VE GOT
SOMEBODY NEW"

b/w

"ARE YOU
MINE"(Teamed with TOM TALL)
FABOR 117

Still Going Strong...

"Turn Around My Darlin'" b/w "How to Get Married"
FABOR 114

FABOR RECORDS

6636 Hollywood Blvd., Hollywood 28, Calif.

Distributed in Canada by QUALITY RECORDS, LTD., Toronto

The Billboard Music Popularity Charts

COUNTRY &
WESTERN RECORDS

• Best Sellers in Stores

For survey week ending November 24

RECORDS are ranked in order of their current national selling importance at the retail level. Results are based on The Billboard's weekly survey among dealers throughout the country with a high volume of sales in country and western records. The retail side of each record is also listed.

This Week	Last Week	Weeks on Chart
1. MORE AND MORE—W. Pierce.....	1	9
You're Not Mine Anymore—Dec 29212—BMI		
2. I DON'T HURT ANYMORE—H. Snow.....	2	28
My Arabian Baby—V 20-589—BMI		
3. ONE BY ONE—K. Wells & R. Foley.....	3	29
I'm a Stranger in My Home—Dec 29043—BMI		
4. LOOSE TALK—C. Smith.....	4	5
More Than Anything Else—Col 21317—BMI		
5. THIS IS THE THANKS I GET—E. Arnold.....	6	14
Hop Cat Baby—V 20-585—BMI		
6. THIS OLE HOUSE—S. Hamblen.....	5	16
When My Lord Picks Up the Phone—V 20-5739—BMI		
7. IF YOU DON'T, SOMEONE ELSE WILL— Jimmy & Johnny.....	7	11
I'm Reckless to Remember—Chen 4839—BMI		
8. NEW GREEN LIGHT—H. Thompson.....	10	8
Lonely Heart Knows—Cap 2929—BMI		
9. IF YOU AIN'T LOVIN'—F. Young.....	11	2
I'll Be Back to You—Cap 2953—BMI		
10. BEWARE OF IT—Jimmie & Jack.....	9	4
Kiss-Crazy Baby—V 20-589—ASCAP		
11. IF YOU DON'T, SOMEONE ELSE WILL— R. Price.....	8	6
Oh Yes, Darling—Col 21317—BMI		
11. THAT CRAZY MAMBO THING—H. Snow.....	—	1
Next Voice You Hear—V 20-5912—ASCAP		
13. EVEN THO—W. Pierce.....	12	27
Sweet Brown Eyes—Dec 29072—BMI		
14. THOU SHALT NOT STEAL—K. Wells.....	—	1
I Hope My Divorce is Never Granted—Dec 29313—BMI		
15. TWO GLASSES JOE—E. Tibb.....	—	4
Journey's End—Dec 29220—BMI		

• Most Played in Juke Boxes

For survey week ending November 24

RECORDS are ranked in order of the greatest number of plays in juke boxes throughout the country. Results are based on The Billboard's weekly survey among operators throughout the country using a high percentage of country and western records.

This Week	Last Week	Weeks on Chart
1. MORE AND MORE—W. Pierce.....	2	8
Dec 29212—BMI		
2. I DON'T HURT ANYMORE—H. Snow.....	1	27
V 20-589—BMI		
3. NEW GREEN LIGHT—H. Thompson.....	5	3
Cap 2929—BMI		
4. IF YOU DON'T, SOMEONE ELSE WILL— Jimmy & Johnny.....	3	8
Sweet Brown Eyes—Dec 29072—BMI		
5. THIS IS THE THANKS I GET—E. Arnold.....	4	10
V 20-585—BMI		
6. PENNY CANDY—J. Reeves.....	8	3
Abbott 170—BMI		
7. COURTIN' IN THE RAIN—T. T. Tyler.....	7	14
Four Star 1600—BMI		
8. ONE BY ONE—K. Wells-R. Foley.....	6	26
Dec 29065—BMI		
9. LOOSE TALK—C. Smith.....	—	1
Col 21317—BMI		
10. EVEN THO—W. Pierce.....	—	25
Dec 29107—BMI		

• Most Played by Jockeys

For survey week ending November 24

SIDES are ranked in order of the greatest number of plays on disk jockey radio shows throughout the country according to The Billboard's weekly survey of top disk jockey shows in all key markets.

This Week	Last Week	Weeks on Chart
1. MORE AND MORE—W. Pierce.....	1	9
Dec 29212—BMI		
2. I DON'T HURT ANYMORE—H. Snow.....	2	26
V 20-589—BMI		
3. THIS OLE HOUSE—S. Hamblen.....	4	14
V 20-5739—BMI		
3. ONE BY ONE—K. Wells-R. Foley.....	5	26
Dec 29065—BMI		
4. LOOSE TALK—C. Smith.....	8	5
Col 21317—BMI		
6. IF YOU AIN'T LOVIN'—F. Young.....	15	3
Cap 2953—BMI		
7. YOU'RE NOT MINE ANYMORE—W. Pierce.....	6	7
Dec 29212—BMI		
8. THIS IS THE THANKS I GET—E. Arnold.....	3	15
V 20-585—BMI		
9. NEW GREEN LIGHT—H. Thompson.....	10	5
Cap 2929—BMI		
10. MORE THAN ANYTHING ELSE—C. Smith.....	12	3
Col 21317—BMI		
11. COMPANY'S COMPIN'—P. Wagoner.....	11	6
Cap 2953—BMI		
12. IF YOU DON'T, SOMEONE ELSE WILL— Jimmy & Johnny.....	7	10
Chen 4839—BMI		
13. PENNY CANDY—J. Reeves.....	12	5
Abbott 170—BMI		
13. BEWARE OF IT—Jimmie & Jack.....	—	1
V 20-589—ASCAP		
15. WHATCHA GONNA DO NOW—T. Collins.....	9	14
Cap 2891—BMI		

*the year's most publicized song...
the year's top country artist...*

LET ME GO, LOVER

I'VE FORGOTTEN YOU 20/47-5960

HANK SNOW



heading for the charts along with...

THE NEXT VOICE YOU HEAR

THAT CRAZY MAMBO THING 20/47-5912

exclusively on...

RCA VICTOR
FIRST IN RECORDED MUSIC



The Billboard Music Popularity Charts

• Best Sellers in Stores

For survey week ending November 24

This Week	Last Week	Chart
1. HEARTS OF STONE-Charms.....	1	6
2. MAMBO BABY-R. Brown.....	2	6
3. YOU UPSET ME, BABY-B. B. King.....	3	5
4. I DON'T HURT ANYMORE-D. Washington.....	3	9
5. I'M READY-M. Waters.....	6	5
6. HURTS ME TO MY HEART-F. Adams.....	5	16
7. RECONSIDER BABY-L. Fulton.....	-	1
8. BIP BAW, Drifters.....	7	4
9. SINCERELY-Moonglows.....	-	1
10. ANNIE HAD A BABY-Midnighters.....	8	14

• Most Played in Juke Boxes

For survey week ending November 24

This Week	Last Week	Chart
1. HURTS ME TO MY HEART-F. Adams.....	1	13
2. YOU UPSET ME, BABY-B. B. King.....	2	4
3. MAMBO BABY-R. Brown.....	6	4
4. WHY A DREAM-Ruth Brown.....	3	15
5. ANNIE HAD A BABY-Midnighters.....	4	11
6. SHAKE, RATTLE AND ROLL-J. Turner.....	4	29
7. HEARTS OF STONE-Charms.....	9	4
8. I DON'T HURT ANYMORE-D. Washington.....	7	2
9. I'M READY-M. Waters.....	7	7
10. WELL, ALL RIGHT-J. Turner.....	-	1

• Review Spotlight on . . .

RECORDS

FATS DOMINO

I Know (Commodore, BMI)

Thinking of You (Commodore, BMI) Impaled 5323-Fats Domino shows again that he is one of the best blues singers of the day with two solid readings of blues material. Top side is in the Domino tradition, long on melody and short on lyric. The flip is a warm effort.

CHUCK WILLIS

I've Been Away Too Long (Berkshire)-Okeh 7048-Chuck Willis sings this one with all the feeling he has and so smoothly that it could become a juke box favorite. Flip is "Give and Take" (Berkshire, BMI).

• R & B Territorial Best Sellers

For survey week ending November 24

Atlanta	Cincinnati	Detroit	Los Angeles	New Orleans	Chicago
1. Hearts of Stone, Charms, Del.	1. I Don't Hurt Anymore	1. Whole Lotta Love, B. King, RPM	1. Hearts of Stone, Charms, Del.	1. Hearts of Stone, Charms, Del.	1. Hearts of Stone, Charms, Del.
2. Mambo Baby, R. Brown, Atl.	2. Sunday You'll Want Me to Want You	2. Whole Lotta Love, B. King, RPM	2. I'm Ready, M. Waters, Chm.	2. I'm Ready, M. Waters, Chm.	2. I'm Ready, M. Waters, Chm.
3. You Upset Me, Baby, B. B. King, RPM	3. I Don't Hurt Anymore	3. I Don't Hurt Anymore	3. I'm Ready, M. Waters, Chm.	3. I'm Ready, M. Waters, Chm.	3. I'm Ready, M. Waters, Chm.
4. I Don't Hurt Anymore-D. Washington	4. I Don't Hurt Anymore	4. I Don't Hurt Anymore	4. I'm Ready, M. Waters, Chm.	4. I'm Ready, M. Waters, Chm.	4. I'm Ready, M. Waters, Chm.
5. I'm Ready-M. Waters	5. I Don't Hurt Anymore	5. I Don't Hurt Anymore	5. I'm Ready, M. Waters, Chm.	5. I'm Ready, M. Waters, Chm.	5. I'm Ready, M. Waters, Chm.
6. Hurts Me to My Heart-F. Adams	6. I Don't Hurt Anymore	6. I Don't Hurt Anymore	6. I'm Ready, M. Waters, Chm.	6. I'm Ready, M. Waters, Chm.	6. I'm Ready, M. Waters, Chm.
7. I'm Ready-M. Waters	7. I Don't Hurt Anymore	7. I Don't Hurt Anymore	7. I'm Ready, M. Waters, Chm.	7. I'm Ready, M. Waters, Chm.	7. I'm Ready, M. Waters, Chm.
8. I Don't Hurt Anymore-D. Washington	8. I Don't Hurt Anymore	8. I Don't Hurt Anymore	8. I'm Ready, M. Waters, Chm.	8. I'm Ready, M. Waters, Chm.	8. I'm Ready, M. Waters, Chm.
9. I'm Ready-M. Waters	9. I Don't Hurt Anymore	9. I Don't Hurt Anymore	9. I'm Ready, M. Waters, Chm.	9. I'm Ready, M. Waters, Chm.	9. I'm Ready, M. Waters, Chm.
10. Well, All Right-J. Turner	10. I Don't Hurt Anymore	10. I Don't Hurt Anymore	10. I'm Ready, M. Waters, Chm.	10. I'm Ready, M. Waters, Chm.	10. I'm Ready, M. Waters, Chm.

• Reviews of New R & B Records

THE CRICKETS-DEAN BARLOW
Be Faithful..... 86
Dean Barlow is a really serious singer in very pretty fashion here by the Crickets, with Dean Barlow as the lead in the first two songs. It's a fine picture, and it has a chance for the hit. Watch it. (Brunswick, BMI)

DEAN BARLOW
Sleepy Little Cowboy..... 75
Side previously released features the Dean Barlow in a warm version of the hot tune. Flip will catch most of the action, but top track may use this one. (Brunswick, BMI)

MEMPHIS SLIM
Memphis Slim U.S.A. 78
UNITED 1144-Slim is a warm version of a blues with a cute gimmick. It's a good record, but it's a long time, and it could grab a hit. (Brunswick, BMI)

BLUES ALL AROUND MY HEAD..... 75
Memphis Slim sings the blues with fervor and genuine feeling. Good for juke. (Brunswick, BMI)

AL SMITH COMBO
Ain't Anymore..... 78
VEALY 1187-They all have been telling a bunch of lies, Al Smith, in this one. Al Smith, McCombs, and the El Dorado, Stinging is played by many declares for obvious reason, but it will pull some sales.

LIVING WITH VIRGIN..... 74
Jump out is played effectively by the Smiths, but it's a long time, and it could grab a hit. (Brunswick, BMI)

THE TUNE BLENDERS
Shush-Shush..... 75
FEDERAL 1220-The boys howl no the label with a bright reading of a twangy rhythm effort that should get serious attention. Watch it for a chance with the right material. (Fidelity, BMI)

Oh, Yes, I Know..... 75
Tune out a white rock on another side received a strong review by the new group backed with a fair beat by the rock. This could get tight. (Mercury, BMI)

LIU SON JACKSON
You Youngster..... 78
IMPERIAL 510-Liu Jackson tells his reckless youth in a smoothy song blues that creates a strong feeling. Good blues was (Commodore, BMI)

I Wish to Go Home..... 75
Another well-performed blues, this is a must review that the flip. (Commodore, BMI)

JUNIOR WELLS
So All Alone..... 74
STATES 143-A fine vocal reading of a slow-paced Southern blues. (Parade, BMI)

Tommy's Nuts..... 72
Junior sings a fast Southern blues, with a lively beat and plenty of emotion. (Parade, BMI)

TODD RHODES ORK
Chickie Bird..... 74
KING 475-A bounce instrumental receiving a lively reading for the flip. Good dance was here for the flip. (G & W, BMI)

Feather..... 78
A treatable instrumental with a slow, smooth rhythm that should appeal to the o.k.'s fan. (Park Ave, BMI)

DUG FINNELL
Love and Satisfaction..... 73
PEACOCK 164-Oh the side offers top blues. Finnell tells his baby that he has to remain true to his love to remain with him. Listenable was (Decca, BMI)

Sugar Man..... 78
On the old-fashioned blues, Dug Finnell comes into with a shouty reading of the up-tempo effort. (Decca, BMI)

THE CASHMERS
My Sweetheart..... 72
MERCURY 2244-A new group is doing job by Mercury's new group on their label debut. Listenable side. (Decca, BMI)

Yes, Yes, Yes..... 71
A rocker is handled a spirited vocal by the boys over a solid beat. (Mercury, BMI)

Philadelphia
I Don't Hurt Anymore..... 72
D. Washington, Mer.

RECONSIDER BABY..... 72
D. Washington, Mer.

HURTS ME TO MY HEART..... 72
F. Adams, Mer.

I'M READY..... 72
M. Waters, Chm.

TRICK ME TONIGHT..... 72
D. Washington, Mer.

WHOLE LOTTA LOVE..... 72
B. King, RPM

SHAKE, RATTLE AND ROLL..... 72
J. Turner, Atl.

LAST NIGHT..... 72
L. Walter, Chm.

St. Louis
You Upset Me, Baby, B. B. King, RPM
Reconsider Baby, L. Fulton, Chm.
I'm Ready, M. Waters, Chm.
I Don't Hurt Anymore, D. Washington, Mer.
I'm Ready, M. Waters, Chm.
Mambo Baby, R. Brown, Atl.
Palmer 179, W. Mahon, Chm.
Topsy, L. Glenn, Atl.

RHYTHM & BLUES RECORDS

• This Week's Best Buys

According to sales reports in key markets, the following recent releases are recommended for added profits

TEACH ME TONIGHT (Ilub, ASCAP)-Dinah Washington-Mercury 70497
The "Queen of the Blues" has a powerful piece of material in this current pop hit tune. This week the disk hit the Philadelphia territorial chart and was also rated a strong seller in New York, Buffalo, Cincinnati, Nashville, Durham, St. Louis, Chicago and Los Angeles. Flip is "Vishing Will" (Minson, BMI). A previous Buffalo "Spotlight" pick.

POISON IVY-Willie Maken-Chess 1580
Moving up steadily this past month, this record now has placed on the St. Louis and Chicago territorial charts. New York, Buffalo, Cincinnati, Atlanta, Durham, Nashville and Detroit sales reports also were good and climbing. Flip is "Say Man."

NOTE: A printing error in last week's "Best Buys" listing inadvertently eliminated one side of the current Roy Hamilton disk. Best Buy selection should have listed both sides: "Hurt" (Miller, ASCAP) and "Star of Love" (Stratton, BMI) on Epic 5058.

5th Anniversary In Music Trade Observed by King

HOLLYWOOD, Nov. 27- Rhythm and blues singing star B. B. King this week celebrates his fifth anniversary in the music business, with Modern Records and the Buffalo Book Agency, Houston, jointly saluting him.

In his five years with Modern and Buffal, King has established an enviable record in both the disk

market and on the personal appearance circuit. Evelyn Johnson, of Buffalo Book Agency, estimates that King has played to an annual average attendance of 225,000 people, grossing approximately \$480,000.

King has repeatedly been one of the most consistent rhythm and blues artists, coming up with a disk hit in each of his five years with the Modern firm. Currently, King has "You Upset Me Baby" and "Whole Lotta Love" on The Billboard best-selling rhythm and blues charts.

NOW ON GUYDEN RECORDS!

The disc jockey's choice as the most promising new female Rhythm and Blues artist of 1954 (Billboard Annual Poll, November 13th)

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with the FIRST and ONLY
Rhythm and Blues version of
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Guyden 100 (R & B Series)

IT'S DIFFERENT! IT'S EXCITING!

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STEVE CAYNOR

YOU'RE THE

CHICQUITA ROSE

705

THE ESQUIRE BOYS

ROCK-A-BEATIN' BOOGIE

ST. LOUIS BLUES

707

THE FOUR LARKS

GO, BABY, GO

NIGHT AND DAY

"RECORDED IN

STUDIO ONE, TOO!

(A Selection)

706

TOP KICKS

BOOLYA BOTTEN BOTTEN

BABY

DON'T BREAK THE HEART

THAT LOVES YOU

Guyden RECORDS
GUIDE TO THE HITS
Howard 7-3800
1214 S. Howard St.
Philadelphia 47, Pa.

Folk Talent and Tunes

Continued from page 24

vice-president, Mrs. Deleues Kalfit, treasurer, Mrs. Anna Mae Easley, Kansas City, Mo., secretary, and Lester West, Cincinnati, chairman of the board.

Tommy Smith, country singer who works out of Memphis and who is carded to start his own TV show on WDXI-TV, Jackson, Tenn., first of the season, presented his first release on the Republic label last week. Songs are "Tucker Bell" and "Blue." Tommy is dubbed the "langer starting from the top" (cause he's a professional hair stylist). That's a gag, son! . . . Ed Roberts and His Louisiana Ramblers, recently heard over KNOE and KNOE-TV in the South, are playing one-nighters in the Evansville, Ind., area, while working a weekly stint at Lake Calumet and a daily session over WJPS, Evansville. Ed Roberts has worked for Chance and Jolly records. . . . Joe Taylor and His Indiana Redbirds (Emerald) are at the Fort Wayne, Ind., headquarters after a one-nighter swing thru Illinois.

Hank Zero, of the "Runch House" on WALE, Fall River, Mass., who has been working McAndrade's Copa Lounge in Fall River, has shifted activity to Wannamaker Club, Taunton, Mass. The Crossroads, Springfield, Mo., sent a sizable delegation to the recent WSM Disk Jockey Festival in Nashville, including Si Siman, Red Foley and Don Richardson, all associated with RadioAzor Enterprises. Foley's personal manager, Dub Albritton; Lou Black, booker of all crossroads talent; Fred Lynn, c.d.w. deejay on KWTQ; Joe Slattery, KWTQ program director, as well as "Ozark Jubilee" features Porter Wagoner, Jean Shepard, Hawkshaw Hawkins, Tommy Sosebee, Bud Isaacs and Grady Martin. . . . RadioAzor's John Mahoney has just returned from Jamestown in January, Haiti, and Don Richardson, Crossroads' tub-thumper, is celebrating the arrival of a new son, Don Jr.

With The Jockeys

Thon Hall, WKVY, Louisville, Ind., that songwriter, Mary Ann Mack, who is now under the management of William King Enterprises, recently made appearance on the Pee Wee King and Randy Ather. On one show she teamed with Rita Robbins. . . . Jimmy Logsdon (Decca) reports that he is now doing 18 hours of country music a week at WKLO, Louisville. The station is programming 48 hours a week of c.d.w. fare, featuring such personalities as Jim Osborne (King) and Tommy Downs (Tiffany). . . . Willie Jones (KCFH, Cuero, Tex.) and Dotti Jones were recent guests on "Louisiana Hayride," Jonez also guested on "Red River Round-Up" on the same date. Hank Thompson, Billy Grey and Dotti Jones, who played the Victoria (Tex.) Westerner November 17, appeared on Jones' KCFH radio show the next week. . . . Henry Tuck, WBEY, Reidsville, N. C., says that his Saturday night "Jamboree" airs are gaining wide popularity in the area. A line-up of 40 shows, Saturday night, 8 to 10 p.m., show followed by dancing. . . . Aoe Ball, Okla. Records, did a similar program on the November 10 "Ridgeman Round-Up" over KENN, Portales, N. Mex., writes the station's Mauney George. Johnny Talley, WYVE, Wytheville, Va., plans to promote Ferlin Husky and the Drifting Cowboys

in Wytheville December 2. He is also booking country acts for appearances in North Carolina, Virginia and West Virginia. . . . We here at WEGO (Concord, N. C.) have been trying to figure out why 45 rpm. d.j. copies have to be shipped with the big hole in the center. The regular size complains the station's Bob Miller. "It would save the deejay time and nerves in cutting 45's and 78's if all labels had the standard small hole," Miller opines. "The record companies should allow deejays to cut records."

Bob Billingsley, KVET, Austin, Tex., reports that Tommy Hill was a recent visitor on the station's K-Bar Round-Up. Hill has left the Ray Price band to form a crew of his own. . . . Bill Mack, Imperial Records, visited recently with Jimmy Kay, KERC, Eastland, Tex. Kay also writes that Leon Payne (Decca) headlined at the Trio Club, El Paso, Tex., recently, playing to a capacity house. Kay and his band hold forth at the Trio on Saturday and Sunday nights. . . . Jim Reeves, who played Trindad, Colo., recently, was interviewed by L. P. Girardo over KCFH, along with Jim Edwards, Maxine Brown and Jerry Rowley. . . . Morris Taylor, KMOR, Oregon, and associates are opening an office there under the direction of William J. Church, formerly of Eddie Dean Records. . . . Hollywood, Tex., plan introduction of a new label. . . .

Continued from page 46

baso was in two of the most recent hits, "This Ole House," and "Mr. Sandman," we took our problem to Vox box and got good results. Lucille Peterson read the item and came up with this information: The baso on "This Ole House" is Thurl Ravenscraft. But I still want to know who says 'yes' on "Mr. Sandman." . . . Carlton Garner, KBTA, Batesville, Ark., would like to know the whereabouts of Gerald Watson and Bing Hampton. . . . And now from Diana Rittie, KLAN, Reston, Wash., we have another answer to the baso in "This Ole House." Miss Rittie tells that he is Corky Lindgren of the Laners. (Ed. note: Fight it out fellows.) . . .

Charles Glaz, WJDA, Quincy, Mass., writes us that his wife is now winning her fight with polio. We are sure that all the jockeys join with us in extending our most sincere good wishes for Mrs. Glaz's recovery. . . . Leonard Ross, KMBI, Henderson, Nev., reports that his station plays 2,608 records a week, or approximately 10,016 platters a month. . . . The first edition of "Yahoo," the University of Wyoming's humor magazine, featured a two-page story complete with pictures about Bob Clark, deejay at KOWB, Laramie, Wyo., who was something about his show. Seems that one of the NBC execs was in Chicago recently and caught his "Yahoo" show. He was so impressed he asked him to come to New York to audition.

Lyle Bradley, WSSV, Petersburg, Va., proudly reports

Don (Cottonseed) Jones, KXLR, North Little Rock, reports that two local big clubs are doing fine work for J. L. and Maxine Brown and Sonny James. . . . Randy Ather, Neil Burris and His Melody Ramblers, Sherry Chessier and the House Sisters drew a near-record turnout at a recent appearance in Seymour, Ind. . . . A. Collins is now the ham and eggs man each morning from 5:30 to 6 on WBVP, Booneville, Miss., says Lynn McDowell. . . . Wild Bill Price, WCOJ, Coatesville, Pa., thanks Faron Young's "If You Ain't Lovin' You Ain't Livin'." . . . Jimmie Elmer Snodgrass has left WCAE, Greenville, S. C., for WVCN, Knoxville, and has been replaced by Snodgrass country music in favor of pop. Snodgrass says with the reverse turn he writes, "but still find time for six hours of country and gospel every week." . . . Cactus Jack (Cliff Johnson) has inaugurated "Sunday Night With Cactus Jack," featuring western sacred music, heard for a half hour each Sunday night over KLN, Calumet, Ill. This is in addition to his daily two-hour c.d.w. stint over the same station. . . . Balin Webb, KJBB, featuring deejays interested in doing a guest spot on "Red River Round-Up" and "Louisiana Hayride" over KXWII, Shreveport, La., drop a line, care of that station.

Pee Wee King and band slated for a December 2 dance date in Columbus, Ga., for Cactus Jack, Burdick and Don Norton, who are putting on the "Hillbilly Festival" in that city each Sunday. . . . Bob Burwell, sales promotion manager of Capitol Records' country de-

partment, shoots us a copy of Capitol's new bio and discography which its branches and distributors are passing out to c. & w. jockeys. It's a mighty helpful booklet for the country platter spinner. . . . Tom Edmonds of WHEI, "Circle Theater Jamboree," Cleveland, says he's still looking for a good book or magazine to pitch in the Circle lobby. Recent guests on "Circle Theater Jamboree" included Buddy and Marion Durham, of WVVU, (Continued on page 54)

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ON
TOP 10 CHARTS

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b/w
"WHOLE LOTTA LOVE"
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CORRECTION
On Feb. 10, December 17 issue of "The Billboard" we stated that "ON MY KNEES" was shown as being by "The Swanne Quintet." This should have been by THE SWANNE QUINTET

FESTIVE NOTES

McKee Effort, Beef Make for Success

NEW YORK, Nov. 27.—Either one of two things could have assured resounding success for the 17th annual banquet of the National Showmen's Association before it was held Wednesday night (24) in the ballroom of the Hotel Astor. The first had to do with the selling of a full complement of the total of 77 by resident Joe McKee. The second was the switch in menu from turkey to roast beef. For years those attending the banquet had to face turkey only hours apart with family friends demanding their presence on the holiday. To make the change even better the roast beef was excellent and Rob Christenberry, hotel board chairman, and his staff were highly complimented.

Parkmen Plentiful

The park industry was particularly well represented. Dozens were included in the 260 seats accounted for by McKee. New York State notables included Richard Geist of Rockaways' Playland; Dave Simon, builder-operator of the new Kew-Forest City, and Edwin Rosenthal of Palisades. Down yonder was well represented by Jack Greenbaum of Virginia Beach, who also went with McKee of Fairland in Queens and Max Tabish of the Million Dollar Pier, Atlantic City.

Joe Bustle Nimble

For Bustle, a band leader for four decades, showed a bit of contortionistic ability picked up thru the years of playing outdoor shows, by handling his trumpet with one hand. The other hand was in a sling as the result of a mishap recently in Atlanta. Joe has been on the bandstand with Ray McKinley for the show and dance music at 1 o'clock the night before.

Honeymoon Trip

Art Lewis and his bride attracted lots of attention, it being the past president's first appearance in Miami. Art, who has been out on carnival and hotel operations in Miami in recent years, has been pretty much tied down in the sunshine zone.

Many Fair Folks

Fairdom was well represented with representatives from Canada, including Stan Higman of Ottawa and Ray Crewdon of Sudbourn, and from the Eastern States. Garland Moss of the Mecklenburg County Fair, Chase

City, Va., got in under the wire, too to speak, arriving shortly after the festivities started. With his family he stayed over for a few days of Broadway sights and sounds before hurrying back to his retail business and Christmas season selling.

Ladies Glamorous

Maggie McKee, the ladies' pressy presented Eleanor Rinaldi with the wrong gold life membership card but she didn't let her get away with it. It worked out as a kind of double presentation. The ladies, as usual, afforded color and beauty in such quantity as to even some said, the grandiose ballroom decorations.

Birthday Coincides

The birthday of George A. (Continued on page 59)

Sask. Fairs Get Jubilee Aid Money

REGINA, Sask., Nov. 27.—Saskatchewan's Golden Jubilee committee has approved a series of grants to exhibitions in the Province to help them emphasize the anniversary theme in 1955.

The money will be distributed on the basis of \$5,000 each to the two Class A exhibitions at Saskatoon and Regina; \$1,000 each to the eight Class B fairs; and \$100 each to the Class C fairs. Since the number of Class C fairs changed from year to year, no exact figure can be set to the extent of the grant could be set.

The money in most cases will be used to provide reception facilities for former Saskatchewan residents returning to visit the Province in 1955. Some 25,000 former residents will be invited to visit.

It is hoped that each fair will be able to provide a place where homecoming people can register, obtain visitor's badges and seek information on persons they knew back in days.

Special dinners for pioneers and homecoming Jubilee visitors will be featured at many B fairs and is also being considered by A and C fairs.

Wagner Forecasts Banner Year for Thrill Show Ops

PHILADELPHIA, Nov. 27.—Thrill show operator Bernie Wagner will go out again next season in the East with the Tournament of Thrills franchise, and featuring the Indianapolis Auto Derbyville.

In addition to the standard offering of thrill acts, Wagner said he will be inserting several variety acts in the program. New Ford equipment will again be used, Wagner added. He said he will attend the Chicago meetings with Bill McCaw, West Coast operator, and Jack Beck, business manager of the Tournament of Thrills.

Wagner was enthusiastic about the business done by thrill units in general during the 1954 season, claiming that the stunters more than held their own in many instances where front gates and even grandstands reviews had dropped during the season with the previous year's business.

This reflection, he said, was cause for enthusiasm for the thrill show operators in anticipation of a good season ahead.

In his own instance, the promoter pointed to strong stands at fairs in Farmington, Me., Schaghticoke, N. Y., and Brockton, Mass.

Vivona Closes With OK Week In Charleston

FLORENCE, S. C., Nov. 27.—Vivona Bros.' Shows moved its equipment into storage on the fairgrounds here last week after closing for the season at the Charleston County Colored Farmers' Fair on Saturday (13). The week proved pretty dry business with a goodly number of independents on hand for the season finale. There were more than 100 concessions on the lot.

City children's day on Tuesday (9) was very satisfactory, John Vivona reported, while okay results also came from county children's day on Friday (12) and the Saturday closing. Bernie Spaul assisted Danny Dell, business manager. John Vivona inked a three-year contract for the event on Tuesday, and the show will play the date in the future under the new name, Amusement of America.

The 1954 season took the show thru North and South Carolina, Virginia, Pennsylvania, New Jersey, New York, Vermont, Maryland, Rhode Island, Connecticut, Massachusetts and New Hampshire. John Vivona labeled the year the best the show has known.

Weather Holds Down North Winter Show

NEW YORK, Nov. 27.—The International Winter Sports Show was struggling along yesterday, bucking unfavorable weather which has held the gate down for the new event, being put on in the Madison Square Garden basement.

There are about 75 exhibitors in the hall, and roughly 5,000 square feet of unused floor space behind the stage on which is put on a pocket-sized but expertly-staged ice show. Rentals of \$200 to \$300 were charged but late arrivals got in for as little as \$50, it was reported.

On opening day Saturday (20) rain discouraged the potential patrons to where below 2,000 paid admissions were recorded. It was wet and nasty on Sunday, too (21),

GALA NSA BALL JAMS THE ASK

Good Food, Entertainment Please More Than 800 at Yearly High Spot

By IRWIN KIRBY

NEW YORK, Nov. 27.—One of the most successful social events ever staged by the National Showmen's Association was Wednesday night's (24) pleasant blending of fine food, speeches, entertainment and dancing. The 17th annual banquet, held in the Hotel Astor's grand ballroom, was attended by another capacity crowd of more than 800 showmen and friends.

Following an excellent meal, having roast beef as its main item, there were delightful remarks by toastmaster Harry Hersfield and other notables, then a well varied program of entertainment and dancing to the music of Ray McKinley's orchestra.

Thirty people were at the daily luncheon of showmen and officers of other showmen's associations. All officers of the NSA were present except Secretary Sam Peterson, who wired regret from Athens, Ala., that he and his wife, Shirley, could not attend.

Cards, Souls Awarded

The program had as its highlight the awarding of gold life membership cards and service scrolls to several members of the NSA and its Ladies' Auxiliary.

Three men were given the cards for having recruited 50 or more members apiece during the past year and three women were likewise honored as having brought in 25 or more to the Ladies' Auxiliary. Gold cards went to Sam Peterson, Max Tubbs, Louis Light, Mrs. Sam Peterson, Eleanor Rinaldi, and Geraldine Sollenberger, with the presentations being made by club counsel Sydney Levine and Mrs. Auxiliary President Margaret McKee.

Peterson received a dual award, being cited in addition for the efforts he spent on behalf of the association as one of the "Connecticut Boys" who sponsored a fest night at the club last winter and devoted the entire proceeds to the club. Scrolls of appreciation went to him and to John Weisman, Vance Anderson and Morris Babisky.

Another scroll was given to President Emeritus George A. Hamid for his untiring efforts which resulted in the relaxing of federal amusement taxes this past season. Hamid, it was recalled, was first commissioned as NSA representative in the fight against the taxation, after which other associations also gave him their backing to the extent where he represented a solid front of showmen and fair officials in Washington. In accepting the scroll Hamid thanked Bligh Dodds, of the fair, in Gouverneur, N. Y., for his assistance in the Capitol. Dodds was among those at the banquet.

Praise was extended during the affair and in the days following for (Continued on page 56)

Peewee King To Air Show From Fairs

LOUISVILLE, Nov. 27.—Peewee King, country and western artist, will head up a unit that will play fairs next year and will send out a weekly radio network program from a different fair each week.

William H. King, personal manager of the singing cowboy, said that he recently closed a contract with John F. Plamp, of the Crossman-Sun Booking Agency, Des Moines, granting that office exclusive rights to fairs and outdoor dates in '55.

In addition to King, five acts will be included in the unit and scenery to be supplied by the Des Moines booking office.

Dallas Planning New \$7,000,000 Downtown Aud

DALLAS, Nov. 27.—Bids for a new downtown auditorium in Dallas will be received by the city council December 17. The proposed \$7,000,000 project will be financed by a bond issue.

It is to include two major sections. One will be an exhibition hall measuring 320 by 128 feet. The other is a smaller section with 7,600 permanent seats and space for 2,400 portable seats.

This will mark a movement from the State Capitol grounds, where auditorium-area events have been held in the past, to the downtown area, a move commended by some Dallas persons for many years.

Jos. Skerbeck, Show Owner, Succumbs at 80

MARSHFIELD, Wis., Nov. 27.—Joseph Skerbeck, 80, retired circus and carnival owner, died here Sunday (21) after an illness of several months.

Skerbeck was a member of a German circus family that came to this country when he was seven years old. His father, Frank, organized a circus here with Eugene Williams in which all the Skerbeck family participated, Joseph as a performer and clown.

He later organized the Skerbeck Amusement Company, a carnival, in which he was active until recent years. His son, Eugene, and daughter, Pauline, now operate the show. He leaves another daughter, Pearl, who has also been active in the carnival business for a number of years.

ALLAN H. TOBER (right) and Mark S. Hughes have been appointed vice-president and controller respectively of the Allen Herschel Company, Inc., North Tonawanda, N. Y., manufacturers of amusement rides. Tober, with the firm for the past seven years, has been general manager, while Hughes has served as assistant to the president.

PNE Purchases Hockey Team In Move to Get New Coliseum

VANCOUVER, B. C., Nov. 27. —Sale of a half interest in the Vancouver Canucks and formation of a new company to operate the hockey team mark the first move for the construction of a \$3 million auditorium-arena type coliseum on the Pacific National Exhibition grounds. Still to be obtained by the city council is permission of the city council for a bylaw to borrow the money, and approval of such plan by city taxpayers.

The new company, Vancouver Ventures, Ltd., is a joint enterprise of Coleman E. Hall, owner of the Canucks, and the PNE. The latter purchased a half interest in the club's Western Hockey League franchise for a reported \$70,000. Hall retains the rest.

The company will operate the club and plans to lease the present Exhibition Forum and the proposed 10,000-seat coliseum. "This is the final step in plans for the coliseum," said J. S. C. Moffitt, PNE president. In a joint statement, Hall and Moffitt said: "The main purpose of organizing Van-

couver Ventures, Ltd., is not only to advance hockey and other sports but also, in a way, to assure the financial success of the coliseum which the PNE has had in its plans for Exhibition Park for many years."

Main obstacle facing the new firm is objection from some older firms who favor location of an auditorium-arena building in downtown Vancouver where it would be available for conventions and other theatrical and sporting events.

Port Huron, Mich., Cele Elects Walters Prexy

PORT HURON, Mich., Nov. 27. —The Blue Water Festival Association has elected Floyd B. Walters president and midway secretary for 1955. Other officers are Harold Baker, vice-president; Mrs. Ella Boyd, recording secretary; and Mrs. Agnes McNaughton, treasurer. Celebration is mulling a carnival for next year along with other features.

PROMOTION

Toledo Sets Tie-Ins for Holiday Icer

TOLEDO, Nov. 27.—A number of the Toledo organizations are planning special programs during the appearance here of the 1953 edition of "Holiday on Ice." This is the 10th anniversary edition of the show which had its start in Toledo in January, 1944.

One of the programs will honor Emory Gilmore, who presented the first troupe of less than 50 in the Field House at the University of Toledo. Today the cast totals more than 100.

"Holiday on Ice" will open November 27 and remain there December 5 at the Sports Arena, where the show has appeared annually since it was the opening attraction in 1946.

The 10th anniversary angle is one of the promotion features of the show. Stores and organizations marking their 10th anniversaries this year are being approached by the arena management to tie in their celebrations and advertising with the appearance of the ice show.

The 35 American Legion posts in the Toledo area are sponsoring one performance of the show, according to Andy Mulligan, arena manager.

Icer in Alberta

LETHBRIDGE, Alta., Nov. 27. —"Canadian Ice Fantasy of 1954" plays the Lethbridge Arena Friday and Saturday (26-27) under auspices of the Lethbridge Kinsmen club.

Gala NSA Ball at Astor

• Continued from page 55

the work done by banquet chairman John Weisman and his committee. Weisman was among those addressing the assemblage, and other speakers were New York City License Commissioner Edward McCaffrey; Robert Christenberry, of the hotel corporation, and club president, Joseph McKee.

The entertainment program lasted until after 1 a.m. at which time an adjoining banquet room was thrown open for dancing to the McKee's orchestra. Otherwise, the showmen were treated to one of their most humor-filled programs ever, with a succession of quick-witted comics firing gags at the audience.

Acts included the following: Joe Basile and his circus band playing during the meal; singers Charley Applewhite, Russell Arns and Sunny Gale; Edna and Leon, hand-to-hand; Conjun Brothers, a musical act; Will Mahoney, comic and novelty instrumental, and comics Johnny Morgan, Tim Herbert, Leo Baskin and Alan Baskin. Richard in co-operation with the Hamill office again arranged the entertainment, every aspect of which was well received.

Dais Guests Listed
On the dais were the following: Pres. Emeritus Hugh A. Hamill, Pres. Joseph McKee, first vice-president John S. Weisman, second vice-president Gerald Sessant, third vice-president Morris Bickel, treasurer Harry Robinson, special events chairman John McCormick, chairman Louis D. Hamill, club attorney Sydney Levine, club physician Dr. Jacob Cohen, past presidents Phil Isler, Bucky Allen, Frank Ferguson, Art Kinsman, E. States, John W. Wilson.

Also, License Commissioner McCaffrey, Moe S. Silberman, president of the Con Island Chamber of Commerce; Jim McHugh, of The Billboard; counsel Max Cohen, of the American Canisters' Association; President William B. Moore, of the Miami Showmen's Association, also representing the Michigan Showmen's Association; Charles Gammon, of the Pacific Coast Showmen's Association; Bernie Mendelson, of the Showmen's League of America; toastmaster Harry Hershfield; Rev. Allen E. Claxton, of the Broadway Temple Methodist Church; Robert K. Christenberry, NSA accountant; Herbert Leves, Norman Y. Chambliss Sr., of the North Carolina Association of Fairs; Howard Singmaster, of the Allentown (Pa.) Fair, and newsmen Walter Kierman, Commissioner McCaffrey ex-

tended the greetings of Mayor Robert Wagner and mentioned the shrinking amount of space available for outdoor show purposes. Outstanding places for showmanship, tho, he said, are New York's nationally known amusement locations, Coney Island and the Rockaways.

The program was kept moving by the acquisition of new quarters for dancing. Where in previous years the ballroom floor was disrupted by the clearing of tables, this time the doors to the adjacent room were opened and McKinley's band stayed on the stage, with music piped into the dancing room.

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Detroit Craft Expo Draws 250,000 Paid
DETROIT, Nov. 27.—The nine-day Do-It-Yourself Show closed its doors here Sunday night (14) after pulling paid attendance of slightly under 250,000, Harry Smith, co-chairman of the event, announced. The exposition, which was held in the Coliseum of the Michigan State Fair, drew a total of 260,000, including cuffs, he said. Gross was estimated at \$125,000.
The run was sponsored by the Hoo Hoo Club, a local organization of men in the lumber business. The Detroit Free Press, and William Orkin, show promoter.

Do-It-Yourself Show Scheduled for Dayton
DAYTON, O., Nov. 27.—This city's first do-it-yourself show will be held March 18-20 in the Montgomery County Fairgrounds Coliseum under sponsorship of the Dayton Retail Hardware Dealers' Association. Exhibitions by 140 association dealers and a full schedule of events are planned for the show, according to Ward Collopy, of the local Publicity Service Bureau, which is handling show publicity. The show will run one week in advance of the Shrine circus.

GIVE TO DAMON RUNYON CANCER FUND

Ocean View Sets Ride Move, Fishing Pier

NORFOLK, Va., Nov. 27.—A \$130,000 fishing pier, one of the projects planned for Ocean View Amusement Park here, according to co-owner Dudley Cooper, is on tap as a relocation of the park's kiddie rides next spring, he added.

Cooper gave the park's grosses for the 1954 season as the best below those of 1953 and attributed the decline to the extremely cold month of May, an unseasonable rainy weather, which hurt business considerably. Since there was the benefit of federal tax relief, it was noted, the decline was prevented from being any worse. The tax relief came at a fortunate time, it was claimed.

Ocean View's games and amusements, operated by Park Concessions Corporation, were about 16 per cent below the 1953 pace, and this was also cited as a result of the bad weather in May.

The park is owned and operated by the Cooper family, while Park Concessions Corporation is owned by Jack and Albert Greenspan and the Coopers.

Pyro on Odd Weeks

During the season Ocean View featured Cook & Co. agency fireworks, acts, and alternate-week fireworks, to co-own the system, with pyro, Cooper said, was added because "if given more frequently they are accepted as a common thing by the

Hamid-Gruberg Trenton Park To Add Rides

TRENTON, N. J., Nov. 27.—Addition of three more major rides to Trenton Park, the Hamid-Gruberg park outside the New Jersey State Fairgrounds, is in the cards for next season.

Max Gruberg, of Standard Kiddie Rides Manufacturing Company, said this week that a 10-year lease had been signed for the Maryland corporation to operate on property owned by George A. Hamid, Trenton, who associates in the venture, which opened this year.

The park operated with 12 rides in its first season, all of them roller coasters except a junior-sized roller coaster and large Chair-Planes. For next year there will be the addition of a Merry-Go-Round, two cars, and one other ride, all of major size, Gruberg said.

Festive Notes

Continued from page 55

Hamid Jr. happily coincides with the banquet and again this year he did, acting as toastmaster, presiding over the occasion with a four-tiered cake to mark the celebration. He had plenty of well-wishers at Hamid guests filling several tables.

15G Book for Miami Bill Moore, head man of the Miami Club, opened the World of Amusement program this year will hit the \$15,000 mark. Miami members and guests will make merry January 4 and it is predicted that space will be at a premium. While Bill graced the club his better half Irene made new friends for the Miami ladies.

3 Railroaders helped the World of Amusement show at the World of Mirth, Cetlin & Wilson and James E. Strates had top level representation. Most journeyed to Chicago, except for the World of Mirth crew which is passing up the "Windy city" does this year. The "Windy city" folk were the most polite group seen in many a day. The atmosphere was notably serene and pleasant after 1953 when the party ended even with every table was heavily laden with potatoes.

public and do not generate too much enthusiasm."

The value of free acts and fireworks, too, was labeled as important to the park's operation. They are considered good attractions, Cooper stated, and drew sizable audiences, especially for fireworks displays.

New for 1954 was a steel overhead structure covering about 20,000 square feet of the picnic area where there had previously been awnings provided over the picnic tables. The skeletal structure, Cooper noted, is attractive with its striped balances giving it a circus effect, and lettering invites the public to use the premises on a free basis for picnics and outings. Cost of the structure was around \$25,000.

Elich Gardens Will Remodel Famed Theater

DENVER, Nov. 27.—Extensive remodeling of Elich Gardens theater will get under way some time this winter, according to President Arnold B. Gurtler who is the 65-year-old leader in renovating the theater building. Gurtler said that plans provide for setting for live theater productions. Before this can be done, the present theater building will have to be completely winterized and plans call for changing the electrical layout and plumbing systems as well as considerable remodeling of the stage. Gurtler indicated that a major share of the remodeling would be on the outdated, small stage. No plans have been made for increasing the present 1,500-seat capacity. Although the building has been maintained in excellent condition, there has been no extensive changes made since it was built in 1931.

Weather Holds

Continued from page 55

consisting of Florence Budney, Jane Broadhurst, Mary Jane Madigan, Lou Pearce, Lela Roberts and Jean Williams. The show, high spot of the exposition, is on four times a week. Choreography is done by Hirsch. Choreography is done by Hirsch. Choreography is done by Hirsch.

Joe Ritter is general manager of the show, with Susan Schmidt handling the production. Dick Blue as production manager and J. David Abrahams as director. Dick Blue as production manager and J. David Abrahams as director. Dick Blue as production manager and J. David Abrahams as director.

New Park Planned for Tokyo; Engineer Inspects U. S. Spots

LOS ANGELES, Nov. 27.—Construction of an amusement park around the Yamanote Stadium in Tokyo, estimated to cost \$400,000, 500 Japanese yen or about \$1,070,000, is scheduled to start next spring, says W. M. Munster, consulting engineer, said. He is here studying park operation and has viewed Whitney's proposed park in San Francisco and the Nu-Pike in Long Beach.

Munster, through his interpreter I. (Bob) Okazaki, local expert, said that the park would draw from 12,000,000 inhabitants in and

PARKS, RESORTS, POOLS

Atlanta Dairy Scores With Free-Ride Park

ATLANTA, Nov. 27.—Irvinville Farms' kiddie park ended its second season of operation recently, showing a slight decline in rides but a hefty increase in the number of children's parties hosted. The four-year-old operation, opened in 1953 as a promotion endeavor, has resulted in the dairy doubling its ice cream sales and more than doubling its milk production.

During the 1953 summer there were about 265,000 rides by mopeds, whereas the figure this year was 230,000 plus 200 parties. At the parties the spot offers 10 rides per child, plus food.

Early last year the dairy hit on the idea of using rides as a promotional stunt in connection with the sale of ice cream. It bought a G-16 Miniature Train, Herschel Kiddie Merry-Go-Round, Sky Flight, and Tank Ride, and six live ponies.

Bottle Cap Admissions

Admission to the park was fixed at either 10 cents or five milk bottle caps from any local milk can. The rides were a flat time apiece or a token which invariably placed in its own container. The firm also built a concession stand at which it offered dairy products at popular prices plus hot dogs, popcorn and hamburgers.

The park is set on a lot owned by the firm about 300 yards from its distribution plant and on a busy street. Much of the five-acre plot is used for off-street parking.

Operating schedule has been 2 to 3 p.m. daily except Mondays, when the place remained closed. Although the entire program is of an advertising nature, Philip McGinty of the dairy said last year, it was worth the cash to pay all the personnel necessary to operate the park, an amount sufficient to pay for the TV which we used in promotion.

The majority of the rides were free, but the program was to be a cash sales device in the first season of operation, much of the increase being retained over the winter season.

Vancouver Names Aquarium Board

VANCOUVER, B. C., Nov. 27.—Appointment of three park commissioners to help speed up final plans for Vancouver's \$300,000 aquarium, and a last minute change in location, were approved by Park Board Monday (23). The aquarium, subject to Vancouver's zoning board approval, will be located in Stanley Park.

Appointed to the committee at Monday night's Park Board meeting were Chairman Arnold Webster, Commissioner Robert Maitland and Stewart Leifson, assistant park superintendent.

Parks, Resorts, Pools

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Disney Talk Sparks Convention Interest

Sees Big Registration, Trade Show; Disneyland Report Attracts Outsiders

CHICAGO, Nov. 27.—With heavy registration assured for the annual convention of the National Association of Amusement Parks and Beaches, the convention, Sunday (28) thru Wednesday (31), Secretary Paul Huedepeel said that interest was high in a convention session report on progress of the new Disneyland park in California.

Conventioners will hear the talk by C. V. Wood Jr., representative of Disney, at 2 p.m. Wednesday at the Hotel Sherman. The new amusement park designed by Walt Disney is now under construction. A television show, also called "Disneyland," eventually will originate there.

Huedepeel said that several carnival and kiddieland operators as well as park owners, had expressed interest in the program talk.

The secretary also reported that

Tax Aid Keeps Grosses Steady For Seaview

NORFOLK, Va., Nov. 27.—Business done by Seaview Beach was practically on a par this year with the results in 1953. The Negro amusement spot has completed its ninth year of operation and is owned by L. S. Miller, Dudley Cooper and associates.

Also attendance at the spot, on Chesapeake Bay near Norfolk, was greater than last year, it was reported that per capita spending dropped. Federal tax relief was achieved by enabling grosses to hold the line against what would have otherwise been a recession.

Big draw of the spot is the Friday night cash giveaway policy. Friday night is the big one, although Sundays also do nicely, but late-coming business on other days is generally not high. Contrary to this condition, it was reported, are the facts that Seaview is out of the city and that the populace catered to is generally not too well-heeled.

Twenty miles out of Norfolk, Seaview featured five major-sized rides, dance hall, bathhouse, 40-room hotel, and a special force of 12 Negro law enforcement men to maintain the proper decorum.

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last minute sales of small locations in the exhibit halls would bring the number of trade show exhibitors to more than 170, a record.

NAAPFB President Elmer E. Foehl and Robert Platt, second vice-president, were among the early arrivals for the convention. They came to Chicago Wednesday and joined with Huedepeel on convention plans.

Detroit Spot Studies New Ballroom Plan

DETROIT, Nov. 27.—Plans to build a new ballroom at Edgewater Park to replace the one destroyed by fire October 3 are being studied but no final decision has been made, officials announced.

Park offices, also destroyed in the blaze, are temporarily located in the former office of the piano grove manager. The park's maintenance crew is busy performing the regular winter duties.

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FAIRS-EXPOSITIONS

WESTERN ASSOCIATION SETS CONFAB PROGRAM

MONTEREY, Calif., Nov. 27.—Four California State and three fair officials are scheduled to address managers and directors at the 32nd annual Western Fairs' Association convention. The meeting here will open December 8 and continue three days. Louis S. Merrill, WFA general manager, announced. Meetings will be held in the San Carlos Hotel, the Ritz Theater and the Casa Munras.

The schedule gets underway Monday (6) with a meeting of WFA directors at 2:30 p.m. Area meetings are scheduled that evening from 7 to 8 o'clock with the Service Associates holding open houses.

Tuesday morning's program opens with J. directors breakfast with Merrill as the principal speaker. Committee breakfast sessions are also scheduled with John Lagomarcino, chairman, conducting a session on bylaws from 9 to 10 a.m. Running concurrently with the other sessions will be the Exhibits Committee meeting under the chairmanship of Ted Rosequist, acting manager of the California State Fair; Racing Committee session conducted by Tom Dodge, Fresno District Fair manager; and the Research Committee, headed by W. C. Woxberg, Merced County Fair manager. C. L. Feckinpaugh, WFA president and director of the

Pumas County Fair, will conduct the annual WFA meeting in the Ritz Theater for two hours starting at 2:30 p.m. He will deliver the president's welcome, introduce new managers and members.

Also at the session, Fred W. Links, assistant director, Department of Finance, A. E. Snider, chief, Division of Fairs & Expositions, John J. Fisher, executive officer, State Personnel Board, and A. C. Blackman, chief, Division of Industrial Safety, are scheduled to talk.

Starting at 2:30 p.m. the second afternoon, the meetings chairmaned by Rosequist and Dodge will be continued. The Service Associates are slated for a concurrent session under the chairmanship of Stuart Waite, Yolo County Fair manager. From 4:30 until 8 p.m. open house will again be staged by the Service Associates.

A 9:30 or the third morning, Feckinpaugh will hear reports from the Ritz Theater from the Area Chairmen. Bylaws, Dates, Fire Prevention, Racing, Research and Resolutions committees. Tevis Paine, of Los Angeles County Fair, will speak on "Trademark Registration Is a Necessity."

The morning session will be highlighted, too, by a Red Carpet Revue. The Red Carpet Show will be rolled out for the Exhibitor and Not a Fairgoer. Joseph E. Waite will take the affirmative and Carl T. Mills the negative.

The closing afternoon meetings will continue with reports. A banquet, the Roller Coaster, will conclude the convention. The event will start at 7 in the Exhibit Hall of the Monterey County Fairgrounds.

Rosequist takes Over January 1 At Sacramento

Outgoing Ned Green Is to Devote Time To Family Property

SACRAMENTO, Nov. 27.—E. P. (Ned) Green will bow out at the end of the year as the secretary-manager of the California State Fair and Exposition. Theodore Rosequist, assistant manager for a number of years, has been named acting manager of the event.

Green recently returned from an extended vacation.

"There is not much I can say about it," Green declared. "I am leaving the position so that I can pay more attention to family ranching property in Kern County." He plans to maintain his home in the city.

Green leaves a position he has held for nearly nine years. He started with the fair in 1944 as a clerk in the livestock department.

Rosequist, a veteran fairman, was associated with the Century of Progress in Chicago; Great Lakes Exposition, Cleveland, and the Golden Gate Exposition, San Francisco. He came to the California State Fair in 1941 as an independent contractor to set up a new revenue control system. He was named promotion chief in 1946.

Name Stu Waite Prexy of Rodeo Managers' Group

SAN FRANCISCO, Nov. 27.—Stuart Waite, Yolo County Fair secretary-manager, was named president of the Rodeo Management Association at a meeting of the recently formed organization here. He succeeds H. R. Beaver, first president of the group formed a year ago.

The association is composed of organizations which sponsor both amateur and professional rodeos. New directors include Robert Mueller Sr., Sacramento, and A. Jensen, Lassen County Fair manager, Susanville.

Marshall, Tex., Plans New Exhibit Bldg., Outside Gate

MARSHALL, Tex., Nov. 27.—The Central East Texas Fair & Livestock Exposition has plans to launch a building program for next year's annual that will include several projects.

A new commercial exhibit building is slated to be built, plus a new entrance, ticket booth, and permanent concession stands.

The fair, which is scheduled to run September 3-10 next year, wound up its 54th event with a net profit of \$7,286.18, it was reported this week.

R. O. Bartlett was elevated to the post of president of the fair. Other officers elected were Paul W. Wood, first vice-president; Joe W. Hirsch, second vice-president; George Prendergast Jr., third vice-president; Elwyn Young, treasurer, and Joe L. Mock, secretary-manager.

Wadena, Sask., Elects

WADEN, Sask., Nov. 27.—Officers of the Invermay Agricultural Society, elected at the annual meeting, were President R. Klug, Vice-Presidents Mrs. F. Currah and D. Willis, and Secretary-Treasurer G. M. Burrell. A bank balance of \$324 was reported.

FAIR ASSN. MEETINGS

Fair Managers' Association of Iowa, Hotel Fort Des Moines, Des Moines, December 6-8. C. S. Miller, Tipton, Ia., secretary.

Western Fairs Association, San Carlos Hotel, Monterey, Calif., December 6-8. Louis S. Merrill, 2500 Stockton Boulevard, Sacramento 17, general manager.

Indiana Association of Counties and District Fairs, Hotel Severin, Indianapolis, January 2-4. William H. Clark, 360 Walnut, Franklin, secretary.

Wisconsin Association of Fairs, Schroeder Hotel, Milwaukee, January 5-6. Wm. H. Eldridge, 315½ East Mill Street, Plymouth, Wis.

Minnesota Federation of County Fairs, Radisson Hotel, Minneapolis, January 10-12. Harold C. Pederson, 3531 2nd Avenue South, Minneapolis 17, secretary.

Kansas Fairs' Association, Jayhawk Hotel, Topeka, January 11-12. Everett E. Ehardt, Stafford, secretary-treasurer.

Ohio Fair Managers' Association, Deshler-Hilton Hotel, Columbus, January 11-13. Goldie V. Scherer, 109-710 Bellflower Building, Dayton, executive secretary.

Missouri Association of Fairs & Agricultural Exhibitions, Governor Hotel, Jefferson City, January 12-14. E. C. Singleton, department of Agriculture, Jefferson City, secretary.

West Virginia Association of Fairs, Ruffner Hotel, Charleston, January 15, James T. Hetzer, 307 Bank Arcade, Huntington.

Central New York Association of Agricultural Societies, Hotel Syracuse, Syracuse, January 15. Robert S. Turner, Horseheads, secretary.

Michigan Association of Fairs & Exhibitions, Fort Shelby Hotel, Detroit.

troit, January 16-18. Harry B. Kelley, Hillsdale, secretary.

Georgia Association of Agricultural Fairs, Henry Hotel, Atlanta, January 17. Joe E. Pruett, 550 Riverside Drive, Macon, secretary.

Western Canada Association of Exhibitors, Fort Curry Hotel, Winnipeg, Alta., January 17-19.

Maine Association of Agricultural Fairs, Eastland Hotel, Portland, January 19-20. Roy E. Symons, Skowhegan, secretary.

Association of Tennessee Fairs, Andrew Jackson Hotel, Nashville, January 20-21. L. E. Griffin, P. O. Box 90, Nashville, secretary.

North Carolina Association of Agricultural Fairs, Sir Walter Hotel, Raleigh, January 20-21. Corbin Green, P. O. Box 776, Hickory, secretary.

Illinois Association of Agricultural Fairs, St. Nichols Hotel, Springfield, January 23-25. Clifford C. Hunter, Taylorville, secretary.

Rocky Mountain Association of Fairs, Northern Hotel, Billings, Mont., January 23-25. Clifford C. Hunter, Taylorville, secretary. (Continued on page 64)

Mich. State Plans Home Arts Building

DETROIT, Nov. 27.—The Michigan State Fair will incorporate two major improvements at its plant here during the coming year, the board of managers announced.

First will be the erection of a new hall to house the home arts exhibits. The building that normally housed those exhibits was razed prior to the '54 fair.

The second improvement will be the creation of a display lot for hot rod racing inside the present race track. The new oval, proposed by the Michigan Hot Rod Association, will be operated on a year around basis under supervision of the Detroit police.

The first formal application for the post of fair manager to be vacated next month by James L. Hare, has been filed by Don L. Swanson. Swanson was administrative assistant to the fair controller for two years and last year was director of grandstand activities.

The fair also announced a new price scale would go into effect at the '55 fair. Admission prices at both the college and grandstand will be pegged at \$1.50. This year the coliseum duques went at \$1.25 and the grandstand at \$1.00. Children's admissions for both will be 50 cents, a dime decrease. Reserved seats in the grandstand, which have sold at \$1.50, will be abolished.

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CRISS-CROSS SWAYING MAST THRILLERS

Our Sincere Thanks to each and every one of you who have made our 1954 season so pleasant and successful.

to AL MARTIN

and

ORRIN DAVENPORT

Our Especial Greetings and Gratitude for their work on our behalf.

Steve Vaughn Sparks Sale of PCSA Tickets

LOS ANGELES, Nov. 27.—With the annual Pacific Coast Showmen's Association banquet and ball set for December 14, there is a



STEVE VAUGHN

lot of weight behind the push to sell tickets. While it is the drive that is getting the sales, Steve Vaughn, committee chairman who

tips the scales at \$20, said there were still some choice tables remaining for those who get in their reservations.

Vaughn is comparatively new at the Showmen's Club and his assignment as banquet chairman sets a record for a newcomer. He joined the association about five years ago and has served on the board of governors for two years and heads the house committee. The selection of Vaughn by President Hunter Farmer was considered a wise one. Vaughn knows nearly everyone in Southern California show business.

The banquet and ball will be different this year in some respects. The orchestra has been engaged to play from the start of the function until 2 a.m. In past years, the agreement called for a 1 a.m. quitting time with donations paying for the extra hour of music.

Game Operations

Since started in the concession business in 1949, Vaughn has operated games on the Crafts Shows, Frank W. Babcock United Shows, Foley & Clark Combined Shows, (Continued on page 62)

Plaque Given NSA Honoring Max Linderman

Mrs. Nevins Cops \$500 Bond; Coke Gives Club TV Set

NEW YORK, Nov. 27.—More than 3,000 persons jammed the National Showmen's Association clubrooms Tuesday night (23) for one of the club's most successful memorial services.

Highlights of the evening were the presentation of a plaque by the North Carolina Association of Fairs, in memory of Max Linderman, and the annual award activity. Top prize in the latter, a \$500 U. S. Savings Bond, went to Mrs. Bert Nevins, wife of the New York publicist and Mrs. America contest promoter.

The plaque, a large and impressive affair carrying a sculpted likeness of Linderman, was presented by Norman Y. Chambliss of Rocky Mount in behalf of the NCAE, and received by President Emeritus George A. Hamid.

Linderman Lauded

Both Chambliss and Hamid paid tribute to Linderman, one of the industry's most colorful characters. Hamid as first president. Recalling Linderman's business reputation, Hamid spoke of his part in the revival of the North Carolina State Fair in Raleigh, a contract Linderman obtained without putting a cent on the line.

"His word was his bond," Hamid stated, "and he never went back on it."

Chambliss also eulogized Linderman at length, saying the showman, then affiliated with the Berneville Show, was a pioneer for showmanship in the South.

Linderman's high principals, Chambliss said, served a fine purpose in the South at a time when carnivals and showmen were beginning to be held in derisive. The plaque was given over by Chambliss and financed by the North Carolina fairmen, and (Continued on page 62)

Mullins Eyes Longer Route For Royal Pine

NEW YORK, Nov. 27.—Mullins' Royal Pine Shows will be basically unchanged for its 1955 season, Owner Clifford Mullins said this week, but it is intended to extend the show's season a couple of weeks instead of quitting the road in mid-September as was the case this year.

Royal Pine went out April 29 and closed September 18, playing still dates and fairs exclusively in Maine. Carrying eight rides and five shows, all office-owned, it played dates thru the cold and wet season suffered by Maine, and ended with engagements at six fairs.

Mullins will be heading into his third season with his own show, having taken over the former Co. (Continued on page 62)

WP Sets 1955 Fair Route

MOUNT CLEMENS, Mich., Nov. 27.—With the signing of contracts for Branch County 4-H Fair, Coldwater, Mich., the World of Pleasure, and the recent completion of its 1955 fair route, according to C. O. Stewart, show manager. All fairs have been signed on a fence-to-fence basis for all shows, rides and concessions, Stewart said.

Most of the concessionaires with



NATIONAL SHOWMEN'S ASSOCIATION 1941



—Photo by Jack Kischel.

A PLAQUE HONORING the memory of the late Max Linderman, show owner, was presented to the National Showmen's Association at its last meeting by Norman Y. Chambliss Sr., of the Rocky Mount, N. C., Fair. The plaque, conceived by Chambliss and financed by members of the North Carolina Association of Fairs, was received by NSA President Emeritus George A. Hamid Sr. and will be installed in a prominent place on the club walls. Both men lauded Linderman's business conduct and credited the former World of Mirth co-owner with playing a leading part in raising the prestige and standards of traveling shows in the Tarheel State.

BUY LOT, PAY OFF BUILDING

Hot Springs Members Pledge \$22,000 Loan in 10 Minutes

HOT SPRINGS, Nov. 27.—It took only 10 minutes Thursday night (18) for 19 members of the Hot Springs Showmen's Association to pledge loans totaling \$22,000 to pay off all obligations on the new clubhouse and to buy an adjoining lot for parking.

The pledge-raising took place during a spirited meeting of the club in the new structure and was notable because the loans carried no interest. At the close of the meeting, it was pointed out that all construction bills paid by the new building would be paid by the end of the week.

Installation of 1955 officers also featured the November 18 meeting. J. W. (Patty) Conklin presided at the installation. The 55 officers are Paul Olson, president; John Callaghan, first vice-president; Lee Moss, second vice-president; J. W. Conklin third vice-president; Clint Shuford, secretary, and Clayton Holt, treasurer.

Conklin also was toastmaster at

the club's annual banquet and ball Wednesday night (17). Held at the first time in the Arlington Hotel, the event was attended by about 325 persons.

Miami Slates Services and Social Events

MIAMI, Nov. 27.—In addition to the regular Saturday dances which began last Saturday (20) in the clubhouse with about 250 persons attending, the Miami Showmen's Association has charted three events for December.

On Sunday, December 19, the parent organization and Ladies Auxiliary will have a joint meeting. (Continued on page 62)

Jones Sets Big Bingo Units, Plans Some Retrenchment

NEW YORK, Nov. 27.—H. William Jones Bingo will again be aligned with principal Eastern carnival operations in 1955 but there will be some retrenchment in its extensive operations, according to present plans.

While Jones units are already set with the World of Pleasure, Strates, Coleman Bros. and Pells' Broadway shows, several units which took this past season with smaller shows will be shelved. Jones here this week for the National Showmen's Association festivities, the poor earnings and the occasional difficulties caused the decision to cut down.

While the past season was good,

the show this year will be back with it next year. They include Harold Van Housen, cookhouse; Linkers & Bils, Abrams, 10, Jeff Pack, W. William Bartok, S. S. Sams, and Evenson, 2, and John Vimis, popcorn.

It showed returns under the 1943. Jones said. This is in line with the reports of most concession operators thruout the country.

"The weather hampered Jones' activities this year in two ways. Considerable rain cut into business on the patronage level. Hurricane Hazel caused damage estimated at \$1,000 to his Norfolk, Va., warehouse and destroyed the top housing unit on Pells' Broadway Shows when storm precautions were taken too late. At the same time Hazel blew and washed out business for other Jones units working in its path.

Jones has one of the most extensive bingo operations in the nation with his fair and celebration dates estimated to number about 100. In addition to this he has a half dozen park operations plus a host of still dates. Jones himself job-scatches, showing up usually at the most important dates and checking his widespread units frequently.

Show, Games Set for Cuba

NEW YORK, Nov. 27.—Winter activity in Cuba has been scheduled by several carnival operators. Walter Wanous and Dick Best will take Side Show features from the World of Mirth presentation. Earl Fisher will be concession manager for the units which will open at Coney Island Park, Havana, December 10 and then tour with the Coney Island Shows.

Jack Wilkinson will handle the bingo. Others slated to participate include Wilmer Schinner, Dave Beacher, Vincent Nordsey and Duke Daugherty.

Entertainment included Benny Meroff with Kathleen McLaughlin, comedienne; Bill Moore, comedian; troubadour, Martin and Florentine puppets; Burke and Hollow, tap dancing, and the Four Whirlwinds, roller skating.

Among the out-of-towners present for the affair were Mr. and Mrs. Bill Jones, Norfolk; Roy Jones, Texas; Irene and Bill Moore, Miami; Mr. and Mrs. Bligh Dodds, Governor, N. Y.; Mr. and Mrs. Bernie Mendelson, Chicago; Mr. and Mrs. Norman Y. Chambliss, Rochester, N. Y.; Mr. and Mrs. Y. Chambliss Jr., Rocky Mount, N. C.; Sam (Insurance) Solomon, Chicago; Max Cohen, Rochester, N. Y.; Mr. and Mrs. Stan Higman, Mrs. Ted Band, Mrs. Hanna, Ottawa, and newlyweds, Mr. and Mrs. Art Lewis, Miami.

Entertainment included Benny Meroff with Kathleen McLaughlin, comedienne; Bill Moore, comedian; troubadour, Martin and Florentine puppets; Burke and Hollow, tap dancing, and the Four Whirlwinds, roller skating.

MORE THAN 200 members and friends of the National Showmen's Association gathered in the Park Sheraton Hotel to honor Past President Phil Isser and current President Joe McKee at a testimonial dinner which also featured dancing and entertainment. Both men also received handomely engraved watches. On the left are Mr. and Mrs. Phil Isser, and on the right Mr. and Mrs. Joe McKee. McKee is president of the NSA, Ladies' Auxiliary, and her husband is general superintendent of Palisades IN. J. Amusement Park. Isser is general manager of the I. T. Shows.



THE HOT SPRINGS Showmen's Association this week officially moved into its new \$60,000 clubhouse, with formal dedication ceremonies attended by civic dignitaries and hundreds of club members and guests. The fireproof structure of salmon-colored brick has 5,200 square feet of floor space, meeting rooms for both the men's and women's clubs and a large main hall. It is built on a 250 by 170-foot lot with ample space for auto parking.

Linderman Plaque to NSA

Continued from page 61

he affixed to a prominent spot in the club. Linderman's final business connection was as a partner in the World of Mirth Shows.

Another gift to the club was also received, although this came as a surprise. Second Vice-President Gerald Snellens made the announcement that the club was being presented with a 24-inch Philco television set by Vince Williams, outdoor advertising manager of the

Coca-Cola Company. The club's present set, it was recommended, should be made available to one of the members confined because of illness, namely Ray (Brigham) Young.

The invocation was delivered by Chaplain Louis (Dada) King, and the benediction by Flo Thompson, chaplain of the Ladies' Auxiliary. Flowers were placed on a bier as the name of each departed member was read off, and a light

was switched on alongside each name. Those who died during the past year were Sidney Herbert, Louis Russell, Philip Kaplan, Al Wagner, George W. Traver, Fred C. Murray, Harold G. Hoffman, Louis G. King, Simon Krauss, Edgar L. Lewis, and Henry Fein, all from the parent organization, and the following from the Ladies' Auxiliary: Mary Sibley, Lillian Basile, Lena E. Kerney, Sadie Dobson, and Irene Ann Jabuga.

Drawing the prizes was William B. Moore, president of the Miami Showmen's Association, after the announcement by First Vice-President John S. Weisman that the award gross topped \$7,500. This year, an improvement over 1953.

Awards Listed

Following the grand award to Mrs. Nevins, the following prizes were given:

Philco TV set, Daith & Arnoff, North Bergen, N. J.; \$200 U. S. Savings Bond, orchestra leader Phil Spithary; lady's diamond watch, Sam Bakin, the Bronx; \$100 Bond, Harry Bart of Pontchartrain Beach, New Orleans; \$100 Bond, C. A. Peterson Co., Auburn, Me.; \$100 Bond, Edna Lassure, Fort Lauderdale, Fla.; lady's gold watch, Phyllis Baker, Toronto; case of Philip Morris cigarettes, Eleanor Isser; Philco portable radio, Catherine Jordan of Master Supply Co., Atlantic City; \$50 Bond, Shep Blumberg, Philadelphia; \$50 Bond, Mark Paul Gineithal, Passaic, N. J.; \$50 Bond, Seaview Bingo, Sarnia, Rock, Conn.; and \$50 Bond, Dick Guenther, Olympic Park, N. J.

Weisman donated the Seaview Bingo prize to the club's show fund.

The rest of the night was devoted to an open house session, with the club providing a lavish buffet spread and coffee, served by the Ladies' Auxiliary.

MULLINS USES COLOR FILMS SALES PITCH

NEW YORK, Nov. 27.—Motion picture films will be one of the methods by which Clifford Mullins will try to sell his Mullins Royal Pine Shows at the winter fair meetings. Going into his second season in 1954, Mullins armed himself with a camera and projector and took color shots whenever the conditions were right. Being a novice at it, he admitted the early pictures were nothing to write home about, but "we got the hang of it after a while." He will be at the Maine and New Hampshire meets and possibly also in Albany, N. Y.

MIDWAY CONFAB

B. V. Nessler, former owner of Nessler's Greater Shows, was in Chicago last week where he announced he had sold his Springfield, Ill., midway, and was going back on the road in '55.

Leo Lane, owner of the show bearing his name, is nursing a broken right hand sustained in a fall. Recent visitors to the show included Al Maloof and Joe Kelly, both from Boston. . . . J. L. (Whitey) Bedard, Flint, Mich., ride operator, reports he had a good season this year playing around that town. Plans to lay down his risks and concessions at a nearby lake next season.

Los Russell, former owner of a carnival supply company in Detroit and now treasurer of the Michigan Showmen's Association, has moved to the Dryden Hotel, following treatment at Grace Hospital for an arthritic condition. His brother, Jonas Russell, and the latter's wife live in from New Jersey to visit him recently. . . . Pat Croganale, wife of Joe Croganale, veteran carnival concessionaire, has taken over the cheerleader concession at the new Club Ball, Detroit. She was formerly at Northwood Inn, a suburban road spot.

Mr. and Mrs. Al (Deafy) Campbell, veteran Kansas City concessionaires, report fair business in their new connection with the American Midway Shows. The outfit is playing the Rio Grande Valley of Texas.

Larry Schaff, former secretary of Pepper's All-State Shows and more recently with the John R. Ward Shows, is spending the winter with his mother in Hagerstown, N.D. He plans to reorganize his dance band after the holidays. . . .



At home in New York City are newlyweds Don and Evelyn Thaler. Thaler is chairman and originator of the shut-in committee of the National Showmen's Association, which is headed by the former Evelyn Salikind, is a former Radio City Rockette. They reside in Washington Heights.

Peppers All-State Shows, which recently closed at Florida, Ala., will again winter in Mobile, Ala. Owner Frank W. Peppers, who has about recovered from second illness, plans to do some Florida fishing after the holidays.

Danny Dell will go out with Vivona Bess, Shows again next year as business managers. At will Pete Hendrix and hilltopper James Rapple, according to John Vivona. With the season ended at the colored fair in Charleston, S. C., Tony Masiello and Mrs. Catherine Vivona left for Newark, N. J., and Turner Scott returned to Daytona Beach, Fla. Morris Vivona took off on a still date booking trip. Visitors on the final date included Joe Frell and Bill Holt. The Vivonas are reportedly among the parties interested in the O. C. Buck-More "Shows" train owned by James E. Strates, and have held several family huddles on the subject.

Harold Laughlin reports good candy business in the Eureka Show. . . . Tony Perez cards from Barcelona, Spain, that the Gones Studios, Ltd., has purchased the Laif's latest movie, "Muttie the Laif", and plan on putting it before the cameras soon. La Salle reports with the Heller Shows when not writing. . . . A. (Dutch) Wilson is in Mid-State Baptist Hospital, Nashville, where he has undergone foot amputation. He would appreciate hearing from friends. . . .

Mr. and Mrs. A. H. McClanahan, concessionaires with the Harry Burke Shows, are en route to their home in Baton Rouge, La., from a vacation in Nassau, B. L. . . . En route to Florida, Eddie Longfellow ran into Eddie Ames, outside man for Frenchie Moorey, Ronnie Gage, booster handler for Moore; Mr. and Mr. Eddie Steele, Jimmy Wright, Roy Allen, Sammy Campbell and several other well-known showmen. . . . Lady, at Moore's gas station in South Carolina.

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4

NEW ONES!

- 3 Bucket Turn Table. Huckle Buck Style Slow Speed Striker.
- Small Striker. Prize every time.
- Country State Wheel. 135 Spaces. 7 Winners each time.
- New Type Miniature Basketball Game. This will be a haneey.
- 3-Ball Mechanical Buckets.
- 7-Foot Slot Roll-downs. Over 30, under 11.
- New Style Punks.
- New prices on Six Cats. Bath styles.

Most of our customers had a good season. Reason: Good Hankys

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EVANS' JUMBO DICE WHEEL
THE FINEST EVER MADE
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See you at the Chicago Convention or after then write to
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Will place Photo, Long Range Gallery, Six-Cats, Hanky Panks of all kinds. Winter routes—\$17.50. All reply to
PAUL H. MILLER, Mgr.
Hoyes, Louisiana, Nov. 29-Dec. 5; Lake Charles, Louisiana, Dec. 6-12.

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SAND CASH WITH ORDER. Stock Tickets, \$24.00 per 100,000.

Make All Cole, Cristiani, Macon Payments: Equal Last Year's Net

Shows Working Late in South Head for Fla.

Horace Laird, Clown, Dies

Some of his earliest trouping years were spent with Sun Bros and Sells-Floto. He was with Walter L. Main Circus under the ownerships of both Andrew Downie

Charles W. Wirth, Vet Billboard Staffer, Dies

Macon Shrine Advance Off, Opens Strong

and Floyd and Howard King. He
trouped with King's Gentry Bros.
and Cole Bros. in the 1920's. He
also was with John Robinson Cir-
cus and several others.

Wirth was born January 22, 1887, and was a Mason and veteran of World War I. Surviving are his widow, Elizabeth G., and three brothers, Christian, William and Andrew, all of Cincinnati. Services are to be held Tuesday (30) at the Witt, Good & Kelsch Funeral Home, with burial in Laurel Cemetery, Cincinnati.

Hunt Opens Quarters, Aims to Bolster Staff

A charge of 35 cents is made with special rates available to groups. Hunt reported the extensive area available for parking jammed each of the past two Sundays.

Meanwhile a full program of winter activity will continue as in the past. Besides the winter-quarters presentations the Hunts have booked their animals on several television shows. Their Liberty horses were featured on Big Top,

3 Ringling Horses Killed; 30 Stamped

**Car Hits One, Two Leap From Bridge
Jacksonville Scores Straw House**

Two Jump Bridge

On an Edgewood Avenue bridge a motorist saw horses coming and tried to block the way with his auto. Three horses then jumped from the bridge and one was killed while another was injured. A groom, Lee Rowe, who was riding the horse first struck by the car, was taken to a hospital but was released at once.

Altho policemen, grooms and towners launched a round-up at once, not all of the stock was found until later. The horse cars were held off of the flying squadron and moved in the third section to allow extra time. Three horses still were not recovered, however, and they were sent on to the show by baggage car the next morning. Also on Tuesday a local woman told police

CBS presentation, last Saturday. Early next month their elephants will appear on the first color telecast of that program.

Press Stories Due
Because of the curtailed activity of members of the family the winter-quarters activities have not yet been extensively advertised. Its existence should become well known over a wide area soon as the result of feature stories scheduled for Sunday editions of The Philadelphia Inquirer and The Baltimore Sun.

The new big top, with wire rope replacing the manila rope used in the past, is at quarters.

Feb. 19 Opener Set For Polack Eastern

TEANECK, N. J., Nov. 27.—Polack Bros.' Eastern unit ended its season on a fair note last Sunday (21) in the Armory here, the date being a three-day outright sale to promoter Ed (Chic) Ceccolini, who also promotes the annual appearance in White Plains, N. Y.

Sam Polack said White Plains would be the opener for next season's tour, and set the opening date as February 19. The show will jump from there to Roanoke, Va., then up to Wilkes-Barre, Pa., Polack said, adding that for the most part the 1955 route will resemble this year's in that it will cover established territory.

Business done by Polack Eastern was several percentage points behind last year's, it was reported, but in general the results were in keeping with the industry-wide picture and were not taken as discouraging. High points of the 1954 tour, among many, were the dates

Make Sunday Okay
Gainesville was a Sunday stand (21) and was played after the town had rallied to the show's side when blue laws dating to 1832 were cited. The afternoon house was a full one and at night the show had a half house.

Ocala was played on Monday (22) for a half-house afternoon and three-fourths house at night. It was the first time the show had been there since 1937. Rain fell during the night show.

In Auburndale, Tuesday (23), the show had a scant audience for the afternoon. Sandy lot forced use of two and three tractors per wagon, and trucks stayed off of the grounds. Sidetrack shortage held train crews to work on one cut of cars at a time.

Earlier the show had three-quarter and near-full houses at Brunswick, Ga., in cloudy weather.

Packs Business Scoots Upward At New Orleans

NEW ORLEANS, Nov. 27.—Tom Packs Circus has been playing to top business at its Shrine date in Municipal Auditorium here, it was reported this week by Jack Leontini, Packs show executive. The date opened on November 19, and closes Sunday (98).

Leontini stated that every performance thru Wednesday (24) was ahead of the corresponding performance in other years. From Wednesday night thru the remainder of the date, the show was a sellout, he said. Special matinees were scheduled for Thursday and Friday, and regular afternoon shows were set for Saturday and Sunday. The opening night drew 5,917 persons.

Newspaper coverage for the show was extensive, with society pages carrying yarns, editorial pages carrying cartoons and other pages carrying art, features and reviews. Al Vernon, Packs musical director, composed and arranged a special score for the show.

Leontini said the two earlier falls
(Continued on page 65)

Inner Set Eastern

in Baltimore and Philadelphia. Both started slowly and built well, it was noted, including a couple of 8,000 plus houses in Baltimore.

With the Eastern unit next year will be Harold Voise's Flying Thrillers; Six Freilanis, bikes; Castang's chimps; Four Torrealis, wire; Seven Maravillas, acrobatics; Helmuth Gunther, juggler; Greta Frisk, trap; Two Rhodins, unsupported ladders; Miss Rietta, sway pole at outdoor dates, and the Freddi Troupe, teeterboard.

Still to be booked is a dog act. The elephant act will continue to be the former M-G-M bulls and these will lay over at a kiddie zoo in Fairlawn, N. J., until the re-opening.

The staff will remain unchanged, with Christ Krein'g, manager; Nate Lewis, equestrian director; Henry Kyes, bandmaster, and Sam Polack, agent. Mrs. Bessie Polack is managing director of the show.

F. A. (Bebe) Boudoin, general agent, and Charles Turner, assistant, flew to Cuba this week in connection with Ringling's billposting campaign in the island.

Mickey Blue, Polack promotion man, returned a few days ago from air trips that took him first on a tour of England, France and Switzerland and then to Mexico.

George King, who has worked elephants and camels at Llanos on Gil Gray's show, has joined the Don Francisco Shows to take over that carnival's new herd of three elephants.

Ruby Haag and Joanne Day gave a birthday party for Naomi Haag in Wichita, Kan., with the Orian Davenport show, attending Corinne Hodge, Grace McIntosh, Helen Haag, Mrs. Carl Marx, Mrs. Bill Bentledge, Emma and Monte Zavatta, Peggy Zuppe, Joanne Zuppe, George Zuppe, Blake, Helen Siegrist, Jane Meredith, Hugh Patterson, the Young China Girls, Tina Lee, Hilda, Mitzie F. Fin, Connie Welde, Mr. Johnnie Welde and Freida Wiswell.

Lewis E. Brown, who was on Ringling's No. 1 advertising car, is visiting in St. Louis. James A. Gephart, also of the 1954 Ringling bill car, is in Anderson, Ind., for the winter.

Louis Ringol advises that he is going with Big Boy Stevens as contracting agent for Bailey-Cristians and has started on 1955 booking. He was with Hagen and Clyde earlier.

Bruce Heaton writes from Greenville, S. C., that he has made color films of Hagen, Von, King and Ringling circuses this season and

plans to book the movies under the auspices this winter. Cassa and actress Long visited him recently and they received their Christmas presents. . . . Helen Haag and her chimp are returning to Clouston, Okla., to work for the new show. . . . Kansas City show . . . Noyelles Burkhardt, attorney on Ringling-Barnum, has been admitted to Superior the District Court of Georgia. His associate, Paul M. Conway, recently visited on the show for several days.

Jack J. Ditch closed the H. N. Ringling Circus date in Mexico recently. Show was sponsored by the Lions and used the State Fair Circus. . . . Bill's Dogs have been playing Wisconsin date. . . . Oza Parks has recovered from a case of near-pneumonia and is headed for the Chicago region.

Albert Oestermeier has broken a good act. Happy Harpman started holiday bookings for her dogs at Caro, Mich., December 18. Jan and his troupe, will make the same date. . . . Malcolm Fleming, King Bros.' adjuster, is staying over in Macon winter quarters for several weeks before returning to Fryburg, Pa.

Bill Green, Washington, Kan., advises that he is quitting publication of his sheet, Call of the Calliope, because of pressure of other work. The quarterly was published about 10 years.

Floyd King and Oza Parks, who spent several days in Mobile, Ala., prior to the King Bros.' closing date there Thursday (13), called on the H. N. B. for a couple of days and took over Fox's circus and old circus and frank photos. Other recent callers at the Fox apartment were Ben Thomas, the chairman for the King show; S. A. Ratliff, owner of a local spirit plant; M. J. J. J., local expatriate and former legal adjuster; and Johnny Adams, former cookehouse operator and now in the wholesale ice and coal business in Mobile.

Ward Hall, Side Show operator who at one time was with Ben Davenport and the Cavalcade of Amusements and who operated a Side Show with the World of Today shows this season, has his acts with J. C. Admire's Forman Bros. . . . The show completed its tour and Joe Mix, who was with Admire's Rice Bros.' school unit. The Admire unit opened recently in Missouri, with Max Maure's school unit, and has been doing good business.

Bernie Criggs is in City of Hope Hospital, El Monte, Calif., reports his wife, Letta. . . . Bape and Hazel Davenport completed their tour and call their most successful season in years. They report seeing Orrin Davenport's circus, which was in Cleveland, Mill's opening in Greenville, O.; King Bros. and the Big One. The Youngs wound up the season with Borne-Burns. . . . Advertising Car No. 1, Ringling Bros. and Barnum Bailey Circus, closed their season in Savannah, Ga., with following personnel: John Brassil, car manager; Ray Long, boss billposter; Larue Dietz, boss lithographer; billposters, George and Steve Kuznick, Lewis Brown and Harold Barrows; lithographers, L. E. Phipps, Sam Clay, Sam, Sid Foe, Phil Marcus, Mack Powell, Dewey Shannon, Barney Evans and Harold Young Porter. . . . Joe Shannon, Barrows and Joe Bernstein from the No. 2 Car continue on to Havana for the billing there, according to Long.

Frank T. (Cookehouse) Kelly, veteran for 45 years, is expected to be at the Alvin Hotel, Hot Springs National Park, Arkansas, as night clerk and elevator operator, according to H. E. Perry, who is in Bill Snyder's, of Snyder's Traveling Circus, recently completed a 30-day tour in color for the Detroit Motion Picture Company, demonstrating the strength of a new material called Mylon, which is manufactured by the Dupont Company.

ENTER THE MARQUEE

BY TOM PARKINSON

Ushers pressed into service for King Bros.' straw house at Mobile, Ala., closing stages of the season, included such notable acts as Floyd King, Dub Duggan, Byron Gosh, Ed Hiler, Tom Kennedy and Charles Campbell. . . . Carlos Lee, fire eater with King's Side Show, was the topic of a page 1 feature article in The Mobile Press. He graduated from the University of Pennsylvania where animal trainer George Keller formerly was a professor. Lee had been an instructor in three colleges later.

Pvt. Chester Cable, Fort Monmouth, N. J., circus performer before his induction into the Army, got a week's furlough to collect in Macon, Ga., Shrine date. He also appeared on Arlene Francis' TV show. . . . Ollie Bradley, Knoxville circus manager, had used popcorn, peanuts and apples at the Macon show. . . . Louis Ingelheim, bookkeeper who was with King and Hagen, visited this season in the Macon show in Macon and will be initiated into the Shrine December 18.

Joe Hodges Hodgins visited that Siebrand's final week in Yuma, Ariz., came up with good weather and business, with the personnel taking advantage to visit California and Mexico. . . . Hodgins hosted the Roches and Hodgins at a dinner party in Mexico and Bud and Chubby Jewett tested a new party for friends. . . . Personnel destinations are: Rudy Mueller, Theodor Oake, California; Ed Tampa and then to Scotland; Roches, Clark and Ida Dean Brayman, Phoenix, and the Hodgins, Ernest DeLong, Ed Joyce and Carol Linares; Rusty Parent, Red Dingler, Freddie Weil, Mrs. Charles Bell, Mrs. Frank Korn and daughter Bonnie, Ottavio Cona, Mrs. Giuseppe Bibbini and her three daughters.

Following close of the King Bros.' shows, Superintendent Ira and Leona Watts spent a few weeks at Macon, Ga., quarters and then go to Miami, General Press Agent Oza Parks, Marion, Ind.; Press Agent Charles T. Underwood, Macon and Miami; Elmer Kauffman, car manager; Philadelphia Press Agent C. S. Primrose, Oak Park, Ill.; Bennie Fowler, Montgomery, Ala.; Ed L. L. Worth, Harry Kackley, Zanesville, Ohio.

Phil and Bonnie Bonds caught Polack Bros. at Teaneck, N. J. She saw the men and the boys. . . . Stanley Watton, Frank Wirth, Guy Martin and Gene Hamid also

Macon Shrine

Continued from page 64

once. Stage acts are presented from 8 to 8:30, 9:15 to 9:45, and 10:30 to 11 p.m. Tickets are 25 and 35 cents.

A street parade at 4:30 p.m. Monday inaugurated circus week. The King Bros.' Circus loaned elephants, a cannon, calliope and other equipment.

Acts Listed
Assisting Chairman W. J. Bailey are Paul M. Conway, chairman of the acts committee; Recorder Bill Ragan, tickets; Jimmy Holloway, concessions; Charles Ragan, reserved seats; Otto Hughes, stage; Jerry Griffith, doors; Johnny Johnson, tubers; Robert Gosh, ticket chairman and utility; John Hinton, band; Frank Tidwell and Ernie Daulton, organ.

The show included pony drills, clown number by Phil Ores, Buddy LaFont, Al Grinko and the clown number; Tommy and Betty Waters, perch; Ludwig dog act; Sylvia Gregory, iron jaw; Jerry Pressly and Sylvia E. Gregory, clown number; Chester Cable, juggling; the Long Troupe, tumbling; the Hagen, Sidney; Sylvia Gregory, Jerry Pressly on wire; clown number; Long Troupe, teeterboard act; and Herman Cephal family on high wire.

Packs Business

Continued from page 64

dates on the Packs route were strong. . . . Natchez, Miss., finished last year's business. At Baton Rouge, La., business equaled last year's 40,000 persons for a two-day, two-show stand. This was despite necessity of postponing the stand from November 15-16 to November 16-17 because of rain.

the illness of her father. . . . Many visitors from World of Miracles at Waycross, Ga. . . . Roland Tibor joined his son, Roland Jr., in Brunswick, Ga., and brought a 3-year-old seal with him. . . . Before Felix Adler left for his department store job in Richmond, Va., he gave his pig to Doc and Amelia Henderson. . . . Rosalie Wendland out of the program with a broken leg. She's recuperating at the home of Dr. Hugh B. Hinton Jr. . . . Bill Kelly had been an instructor in three colleges later.

Larry Wilcox chaffured a busload of people to Sarasota recently so they could get their circus. . . . Wilbury Bill Collins, Glen and Anna Townsend, Ed, Walter H. Woods, Harry May, Man Walker and a family, Harry Hughes, Ernie Vaughn, the Blackie Byntons, the Danny Shearbons, Barkers teeterboard troupe, Chee Chee Conastelli, Austin Russell, Elsie Jung, Lorraine Knight and daughter, Bobbie Schwartz, Jack Hamilton, Harry Wilson, John, Johnnie Wall and daughter, Jack Fredericks and Kathleen Ann; Bob Corbit, Frank and Lolita Perez, Ernest DeLong, Ed Joyce and Carol Linares; Rusty Parent, Red Dingler, Freddie Weil, Mrs. Charles Bell, Mrs. Frank Korn and daughter Bonnie, Ottavio Cona, Mrs. Giuseppe Bibbini and her three daughters.

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saw Polack there. . . . Gene Randow left Polack to close the Evansville, Ind., date, and Al Lamdon subbed for him. . . . Clavers' Bears will be in the Christmas show at Radio City Music Hall, New York.

Bill Heffrin, Gary, Ind., formerly with Rice & Doris water show and Norris & Rowe Circus, retired this week from a post with a steel firm and is looking toward show business again.

There's word that Larry Sumbrino is at work on an autobiography. . . . The old showgrounds, Olympic Park, at Clifton, N. J., is to be used as a shopping center. It is now owned by J. J. and was last used by Mills Bros., reports David McGill.

Herman Cephal, of the Cephal Family, high wire act, is going to Germany to visit his father, who he has known in 30 years. His family will remain in San Antonio. . . . Albert Sigbee, Barboos, Wils., it is now owned by J. J. and was last used by Mills Bros., reports David McGill.

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FEATURE ACTS WANTED

For My 1955 Fairs

ERNIE YOUNG

203 N. Wabash Ave.
Chicago 1, Ill.

SYDNEY THE GREAT

GIANT ONLY
GIANT KOZING
KANGAROO . . .

6 FEET TALL
The Most Beautiful
Woman in the World

Contract
HAWTHORNE MELLODY
FARMS ZOO
Libertyville, Illinois

Contract
HAWTHORNE MELLODY
FARMS ZOO
Libertyville, Illinois

Thanks to

TOM PACKS and HAMID-MORTON circuses, Bookers and Producers of SUPER CIRCUS and BIG TOP T. V. shows and OTTAWA, CANADA, WINTER FAIR for the successful 1954 season.

ALBERTO
5 girls with "Alberto and Corrie" 120-wr.-old midweight, only 40 in. high! 6 horses, 1 pony

INTERESTED?
Write before Jan. 1st for open time in 1955

1644 HAWTHORNE STREET
SARASOTA, FLORIDA

* GIRLS IN THE MOON
4 girls—from jaw act!

* 5 AERIAL BALLET GIRLS

* RINGLING BROS. and BARNUM & BAILEY

* 1954 ROUTE BOOK

102 PAGES, BEAUTIFULLY ILLUSTRATED AND RICHLY ILLUSTRATED. Includes 1954 program, route and route; train information, etc. Address: RINGLING BROS. and BARNUM & BAILEY Circus, Sarasota, Florida

HUNT BROS.' CIRCUS WANTS FOR 1955

Big Show Acts of all kinds, Side Show, Freaks and Working Novelties. Act, 40,000 persons who can tolerate wine or drinks. Also want three men who have executive ability to act as assistants to the executive staff. Address:

H. T. HUNT, Hunt Bros.' Circus, Burlington, N. J.



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HAWTHORNE MELLODY
FARMS ZOO
Libertyville, Illinois

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Libertyville, Illinois

PHONEMEN

Sell advertising info. Experienced in "taps," must be able to ask for \$500 a page, leads furnished. Need 3 Good Men, 1 for New York City, 1 for Philadelphia, 1 for Washington, D. C. Some work can be done from Chicago, Los Angeles, Cleveland, Buffalo, Atlanta, Houston, Pittsburgh, wait until July, 1955. Write, giving full of your background, I will answer all mail.

PUBLIC RELATIONS

P. O. BOX 388,
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JONNY RIVERS

GOLDEN HORSE
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From the Circle J. Golden Horse Ranch, Cowboys, Cowgirls, Bronco Riders, Trick Riders, Daring Horse Tricks, Barrel Racing and Charol Racing. Represented by Barnes & Carruthers of Sharon Hotel, or J. RIVERS, 1715 North Street, Omaha, Nebraska.

PHONEMEN

and Award
Knights of Columbus INDOOR CIRCUS, Indianapolis, Ind.
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PHONEMEN

WANTED
Sole Producers. Strong Sales Deal.
H. EDEN
Houston 8166-299 San Antonio, Tex.

ONE PHONEMAN

BOOK AND TICKETS, ALL
WINTER'S WORK, POLICE DEALS.
Drinks, don't waste my time. No calls.
Telex. Call Maudie, Ind. 2952.

Conn. Sets 10c Test; Ops Meet Nov. 30

HARTFORD, Conn., Nov. 27.—Connecticut juke boxes are slowly converting to dime play. As Albia, president of the Music Operators of Connecticut, told The Billboard Tuesday (23) that some 100 machines in metropolitan Hartford are being used in an experiment to show Connecticut operators that 10-cent play is not only feasible, but an economic must in these days of rising costs.

Fish has called a special meeting for 8:30 p.m. Tuesday (30) at Tiny's Restaurant here to discuss united action on the decision to charge 10 cents in juke boxes throughout the territory.

"It's inevitable," explained Fish.

\$\$ CONVERSIONS

Phoenix Census Climb Aids Juke Box Route

PHOENIX, Ariz., Nov. 27.—A steady conversion from wired music outlets to individual phonograph records is the main reason why Frank Derrick and Alfred Harper, partners who operate Phoenix Wired Music Company here, are meeting a tremendous population expansion.

Derrick and Harper have owned the firm for the past two years, after Derrick gained a substantial phonograph operational experience near Fort Worth. In settling in the Phoenix area, the partners bought an established wired music system which had been in operation

Web. Ops Set Special State Meet for Dec. 2

OMAHA, Nov. 27.—Jerry Witt, president of the Nebraska Automatic Phonograph Operators' Association, Inc., this week sketched a special State-wide meeting of operators to be held here in the Hotel Hill on December 2.

The meeting will get under way at 6:30 p.m. with a dinner. Howard N. E111s, secretary-treasurer of the association, said that the group would air a subject of vital importance to all music operators. He did not reveal the subject.

Also scheduled to be discussed, Ellis said, would be plans for the regular quarterly meet set for December 11-12 in Norfolk.

Ellis urged all operators in the Seaboard area to attend the meeting. Reservations for the special meeting are to be sent to the association headquarters not later than December 1. The cost of the dinner was set at \$3.

AMC REPORTS 1954 BUSINESS

As far back as 1948, hotels on

By charging 10 cents per play, and three-for-a-quarter, the operator is able to justify his initial investment as well as make a profit.

He added that of the 100 machines utilized in the current test, 40 machines are featuring extended play records, while the remainder are set for standard disks. "All," he said, "are playing good reliable, popular music."

All types of locations from quality restaurants to neighborhood saloons and bars are in on the experiment.

Fish intended to explain the situation, with accent on economic

(Continued on page 74)

tion five years, and which had 30 outlet-subscribers throughout the downtown district.

"Even the wired music operates on a dime play basis and juke boxes on a nickel, we much prefer individual phonographs," Derrick said. "We have continued to operate wired music primarily because the equipment is in excellent condition and some of the established customers do not want to give up space for a phonograph operation. However, in two years, we have reduced wired music subscribers from 30 to 14 and primarily through substituting juke boxes. The results have been excellent in every case."

126 Locations

Currently Derrick and Harper have 126 locations in the Phoenix territory. Business is growing at the rate of 3,500 people per month, according to the latest Chamber of Commerce release. "Top excellent salesmanship, doing all of their own work and spending plenty of time on new restaurants, taverns

(Continued on page 74)

SURPRISE

Mambo Rage Old Hat to Miami Ops

MIAMI, Nov. 27.—The mambo craze which is sweeping the country is old hat to Miami's Latin music fans. In the city of the Latin beat for the past six years.

Juke box operator Raoul Shapiro, Tropical Music Company, said that he was not surprised to see the top recording artists racking up heavy play with mambo selections.

As far back as 1948, hotels on

(Continued on page 74)

MUSIC THIS WEEK

Among the stories of general interest to the coin machine industry in the music department up front in this issue of The Billboard are:

FAVORITE HILLBILLY ARTISTS reportedly signing up with Decca Records to do some of their old favorites. Re-recording again now that five-year mark has passed.

AMC REPORTS 1954 BUSINESS set to set an all-time high. Next year even better, they say. Report includes all music-instruments, publishing, labels, etc.

BILL RAND AND LEEVENEAL DUNAY, add another show to his already heavy schedule. Every Saturday Randle will handle a four-hour show on WGBS in New York.

NEW CHRISTMAS LABELS THIS YEAR listed and broken down for music operators up front in the music section. Just the new listed. Everything by label.

"LET ME GO LOVER," by Joan Weber, caused so much sensation in just one week that we made it to get others. TV shows to follow suit in introducing new songs. This one climbed to 14th on pop chart in one week. A fast climb.

And many others. All the latest news stories, as well as the Honor Roll of Hits and operator charts.

Miami Beach Council Okays Juke Ordinance

1st, 2d Readings Approved; Final Vote Set Dec. 1

MIAMI BEACH, Nov. 27.—An ordinance revamping license fees on coin-operated music machines was approved on first and second readings this week by the Miami Beach city council.

The existing ordinance provides a levy of \$100 for every five tags above 25, plus a payment of \$50 per machine. The new bill calls for a flat payment of \$50 per machine over the 25 mark. The net effect is the same—a straight \$50 fee per machine.

One section of the new ordinance gives operators a distinct choice.

(Continued on page 74)

Virginia Ops Seek Charter For New Assn.

RICHMOND, Va., Nov. 27.—After several unsuccessful attempts to organize a juke box association in this territory, music operators here seem to be on the road to success.

A charter for a new association, the Virginia Coin Operators Association, Inc., has been drawn up and filed. It is expected to be granted sometime next week.

A special meeting for operators already active in the new association has been called for next Monday at 8 p.m. (29) at the John Marshall Hotel.

Acting president of the new group is Arthur Grafton and vice-president is Charles Miller. At the Monday meeting, plans for enlisting all operators will be discussed.

H. McCullough Elected Kansas Op Assn. Head

EMPORIA, Kan., Nov. 27.—Members of the Kansas Music Association held their annual election of officers here, electing Byron McCullough, of Great Bend, president.

Other officers elected were John W. Clark, of Salina, vice-president; Ivan Martin, of Wichita, vice-president; Eddie Upshaw, of Junction City, vice-president; and Harlan C. Wriggins, of Emporia, secretary.

Meanwhile, the association took up new headquarters for its operation, moving to 36 N. Neesho, Emporia, with Herlan Wriggins as its resident agent.

Tape Library At Magnecord Hits 3,000

CHICAGO, Nov. 27.—RCA Victor's Ben Selvin, in charge of the entire musical phase of the commercial music division at Magnecord, Inc., announced this week that 3,000 tunes on 25 reels of magnetic tape were now available in Magnecord's background music library.

Selvin, in Chicago to put the olivon master tapes at Magnecord, said that hotels, restaurants

(Continued on page 74)

JUKEBOX LEGISLATIVE HISTORY

Attempts to End Copyright Exemptions Date Back to '26

• Continued from page 21

the old Scott bill, but Drisken made it known that he didn't want to press his bill. Legally, the hearings on the McCarran bill were held by the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks. Both bills wound up on the shelf of the Senate Judiciary Subcommittee on Copyrights, Patents and Trademarks.

Meanwhile, efforts to get a jukebox royalties exemption clause in the model global Copyright Treaty failed at Geneva, but proponents managed to insert a clause authorizing creation of an international commission to study the question at any time. The model Copyright Treaty was approved by the Senate in the 83d Congress and was signed by President Roosevelt. Legislation to bring the Copyright Act into conformity with treaty provisions was enacted.

Here in a nutshell are the major arguments, pro and con, as debated at committee hearings:

Pro Arguments

Proponents argued that the jukebox exemption as it is: (1) Anachronistic, since it was inserted in the 1909 Copyright Act when the phonograph was in a "primitive state."

(2) "Unreasonable," since it bars the copyright owner from asserting that the performance on a jukebox is for profit and thus denies the performer proprietor from participating in the proceeds derived from the public performance."

(3) "Discriminatory" against other users for profit who pay royalties to the composer, publisher and performer, while jukeboxes provided by the Constitution and carried out by Congress.

According to this argument, a person who buys a disk for home use pays a price which includes a royalty paid by the disk manufacturer, whereas the person who buys a disk for use

in a jukebox pays no more than a private retail consumer.

(4) "Inequitable" as to the composer. "According to this argument, the jukebox industry is the only one of the users of the music, exploiting the composer 'without his permission' and without extra recompense to him for this exploitation."

Con Arguments

Foes of the legislation argued:

(1) The jukebox is "the greatest agency for popularizing music," contributing to widespread dissemination of works of composers and authors and therefore jukeboxes should not be charged any extra royalty for public performance for profit. This argument went on to declare that the coin-operated phonograph had already become well-known to U. S. by 1909 when Congress wrote the Copyright Act exempting jukeboxes from royalties.

(2) Any hike in the cost of disks would produce an economic threat, drying up sales, penalizing disk manufacturers, hitting authors, composers, singers and other artists, directly affecting their incomes.

(3) The legislation would drive a large number of jukebox operators out of business. Their profit margin is low, the argument ran. This, in effect, would be discriminatory, especially since jukebox operators now pay royalties to the composer, publisher and performer in the form of the 2-cent statutory royalties imposed upon disk manufacturers.

(4) The legislation is administratively impractical. Operators argued they would be required to file with the Copyright Office, for each jukebox, licenses from all performing rights societies and independent rights societies and make individual payment to individual copyright owners.

Seeburg Adds New Look To Title Strip Cards

CHICAGO, Nov. 27.—A new look has been added to the title strip business.

Designed and copyrighted by the J. P. Seeburg Corporation, a new title strip, called the Seeburg Title Strip, is fast gaining favor throughout the country.

The outstanding feature about the strips is the space provided for

the artist's (single) or orchestra leader, or both name.

Modern multi-selection juke boxes have been wired so that customers selecting a tune will find the flip side of a record, or "B" side, on the next record.

Title strips were designed so that

(Continued on page 72)

COIN CALENDAR

Following are dates of interest and importance to all coin machine operators, distributors and exhibitors. Check the calendar every week for new events scheduled in your area.

November 28-December 1—National Association of Amusement Parks, Pools and Beaches, annual convention, Hotel Sherman, Chicago.

November 29—Central States Phonograph Operators' Association, monthly meeting, site to be announced, Peoria, Ill.

November 29—National Association of Amusement Machine Operators of Quebec, monthly meeting, Cafe Minuit, Montreal.

November 30—Los Angeles Division California Music Merchants' Association, regular meeting, Coral Room, Hotel Gaylord, Los Angeles.

November 30—Music Operators of Connecticut, special meeting, dime play progress, Tiny's Restaurant, Hartford.

December 2—National Association of Amusement Machine Operators, Inc., special meeting, Hotel Hill, Omaha.

December 2—Summit County Music Operators' Association, monthly meeting, site to be announced, Summit, Colo.

December 2—United Music Operators of Michigan, monthly meeting, Fort Wayne Hotel, Detroit.

December 11—Amusement Machine Operators' Association of Dade County, annual banquet, Saxony Hotel, Miami.

December 19—Associated Amusement Machine Operators of New York, annual banquet, Litan Quarter, New York.

(Send Calendar dates to The Billboard, 188 W. Randolph Street, Chicago 1.)

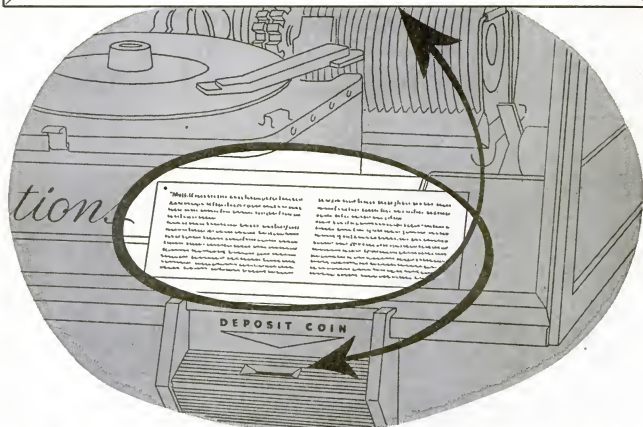
Unique Legend Card Prominently Placed Inside Large Front Show Window of Model "F" Cleverly Explains AMI High Fidelity and Sonoramic Sound to the Public at Point of Purchase

"Multi-Horn High Fidelity" is an exclusive AMI development for reproducing music of a quality and realism until now known only to the concert hall. This instrument incorporates the many high fidelity components essential to superior sound, but its use of horns makes possible the unique SONORAMIC SOUND that surrounds the listener.

The use of horns is universally accepted by audio scientists for exactly duplicating sound waves. Without horns, waves set in motion by the vibrations of loudspeaker diaphragms tend to dissipate, blur and build up unpleasant resonances. However, with exponential horns that expand in area proportionate to the distance from the loudspeaker diaphragms, sound waves are confined and grow to their original quality and magnitude without alteration of wave patterns. Faithful bass reproduction requires horns of great size that provide ample room for the slow vibrations of the lower frequencies to develop. AMI engineers have created

such a bass horn and ingeniously folded it into the lower portion of this cabinet. It is equivalent to nine 12-inch loudspeakers using the floor itself as an added extension to couple sound waves and surrounding air for optimum bass acoustics.

The treble horn is activated by a loudspeaker or "driver" diaphragm also. Unlike its bass counterpart, however, the size of the high frequency horn must be greatly restricted to avoid distortion and electronic exaggeration. High frequency waves vibrate rapidly and the instant response necessary to their high fidelity reproduction requires a diaphragm of extremely small diameter such as the 1-inch metal disk used in AMI's treble horn. This horn, flared to disperse music to all parts of the room, is located above the program panel at ear level. It faithfully reproduces the upper registers without the muffling from furniture and other normal room obstructions which seriously interfere with the efficient operation of low placed high frequency loudspeakers.



There's Interest in Multi-Horn High Fidelity that BRINGS PATRONS UP TO THE "F" TO PLAY

Originator of the Automatic Selective Juke Box in 1927
AHEAD THEN — AHEAD NOW

AMI Incorporated

GENERAL OFFICES AND FACTORY, 1500 UNION AVENUE, S. E., GRAND RAPIDS 2, MICHIGAN

Licensor: Jensen Music Automates—building the IMA-AMI Juke Box sold through Oscar Siesbye A/S, 5 Palsgaade, Copenhagen K., Denmark

OPS' ARTISTRY

Refinish Game, Juke Cabinets, Up Takes

MILWAUKEE, Nov. 27.—The job of refinishing the cabinets of juke boxes and game machines is one that most operators nevertheless hesitate to undertake. Many claim that they would rather tackle the complicated wiring devices inside the machines than attempt to repaint coin machine equipment.

Yet, according to Joe Pelligrino, partner in the P. & F. Distributing Company, operating firm here, refinishing the cabinet of a juke box, game or cigarette machine is a relatively simple procedure.

"Actually, any man who has done some refinishing of a piece of furniture around the house could apply the same basic principles to his coin machine equipment," says Pelligrino. "All that it requires is a high degree of care in the application of lacquers and paints and the proper equipment."

Maintenance Expert

Pelligrino, who had over 10 years of professional experience as a cabinet maker before entering the coin machine business in 1946, is the maintenance expert for the P. & F. Novelty Company, along with Bob Puccio. Cabinet-making background, he says, has been proving useful to him in his present endeavors, but is hardly to be considered as requisite for tackling the job of renovating coin equipment for route use.

A list of the tools the coin keeper should own or have on hand in the shop before beginning a refinishing project includes power sanders (vibrators or electric hand types), metal scrapers, sandpaper, paint brushes and a paint sprayer.

Basic materials needed are a good quality paint remover, a new lacquer, sealer and masking tape.

FEE!

WITH

To Introduce the NEW COMPLETE Pfanstiehl COIN NEEDLE LINE

Operators from coast to coast know that famous Pfanstiehl Needles cut service costs, last far longer and preserve records. Now this 1-FREE-WITH-10* special offer introduces the new complete Pfanstiehl coin needle line at regular money-saving discounts plus a generous FREE OFFER!

Now you can buy needles for any machine from one dependable source. There is a super-durable Pfanstiehl needle to fit every make and model that uses replacement needles.

Special Quantity Discounts Plus Generous FREE OFFER!

Mail Coupon Now!

Pfanstiehl Chemical Corp.
Waukegan, Ill.
Send me one Pfanstiehl Price List and information on 1-FREE-WITH-10* special offer. (Offer expires December 31, 1954.)

Name

Address

City

State

Distributor's Name

DISTRIBUTORS NOTE: Pfanstiehl is on the move! Some territories are open. Write today!

Pfanstiehl Chemical Corp.

Waukegan, Illinois

Pelligrino says he prefers the fast-drying types of lacquers and paints.

A working knowledge of types of wood comes in handy. Puccio, open-grain wood such as red pine, requires heavier application of sealers. Most of today's better equipment, says Pelligrino, is constructed of birch, which is close-grained and takes a high, lustrous finish. These better quality hard woods are used more frequently in juke boxes, points, out than in the various types of games on the market today.

Step by step procedure, according to Pelligrino:

1. Remove all paint after masking off parts not to be touched. Be sure to wash the wood down with thinner or wood-cleaning fluid when paint is removed.

2. Apply sealer. On open-grain woods use an extra heavy sealer.

3. Use steel wool to take off the coarseness and smooth off the panels.

4. Apply another coat of sealer.

5. Spray paint or lacquer as desired.

Sprayer Caution

The use of spray equipment for painting, warns Pelligrino, must be undertaken with a great deal of care. The use of a high pressure of certain paints and lacquers. The fire hazard is great unless proper ventilation and exhaust equipment is utilized while spraying. Even then, safety regulations call for keeping the equipment pointed at hand at all times.

Pelligrino points out: Don't spray lacquer over oil-based paint. Occasional use of a spray gun does not mean that you should try to "touch up" a machine which is still in fairly good condition. A simple test to use to find out if the paint in question is an oil-based paint is to apply some thinner or paint remover. It will peel if it is an oil-based paint.

"Bleeding" presents an occasional problem. This occurs when foreign substances in the wood show thru the applied paint. If this happens, sand it down and start all over again where the wood has been affected.

Avoid Paint Brush

It is not impossible to turn out presentable work with a paint brush, says Pelligrino. But the coin man who values his time and wants to insure a professional appearance on his equipment will find better results with the use of spray gun equipment. There are many types of paint-spraying equipment available on the market. Pelligrino's advice is to "buy as high a quality of equipment as you can afford. Advised advice is to keep one's eyes peeled for a "good buy" on paint spray equipment." (Continued on page 82)

Mambo Rage

Continued from page 72

Miami Beach featured Latin orchestras which specialized in the mambo, the Shapiro said. Most of the hotels still employ instructors to teach the mambo to guests.

Dave Sheld, M-G-M and London record distributor, and head of Binkley Distributing, gave Perez Prado the major credit for popularizing the mambo, along with Joe Loco, Tito Puente and Tito Rodriguez.

"The big success of Prado's 'Mambo No. 5' for RCA Victor was responsible for his shift to the company's more popular black label," says Sheld, and that's what he really started doing.

Now all record companies are cutting mambo disks. Two current favorites are St. Louis Blues Mambo, by Richard M. Kelly, and "We Want to See Santa Doing the Mambo," by the Smith Brothers.

Prado, the self-styled "King of the Mambo," is booked for a December engagement in the Saxony Hotel, Miami Beach.

Distributors Aid Detroit Ops Change to Dime

DETROIT, Nov. 27.—A combined exposition of new juke boxes will get under way here today in the Fort Wayne Hotel, where local distributors—AMT, Rock-Ola, Seaburg and Wurlitzer—get together in Detroit to ease the operators' job of converting to dime play in the city January 1.

The event marks the first time that all machines have been displayed side-by-side here. Each distributor and his staff will point out the easiest method of converting their machines to straight dime play.

Hosted by the United Music Operators of Michigan, all operators, servicemen record distributing firms and local disk jockeys are expected to attend.

"The machines will remain in the hotel ballroom to provide music tomorrow (28) for the mammoth winter jamboree, also hosted by UMO. Over 1,400 teen-agers are expected to attend the event. The entire program revolves around the association's effort to aid in the fight on juvenile delinquency."

Central Ops Sked MOA Label Confab

PEORIA, Ill., Nov. 27.—Central States Photograph Operator Association members will discuss the proposed MOA backed record label and the question of whether or not juke box commercials will lure the industry when they meet here tomorrow (29) evening.

Should the nod of approval be given to the Barney Young-MOA backed record label, the decision, according to Charles E. Paine, president of the association, will probably decide on an estimate of buying needs.

Commercials via juke boxes will be aired by the group, Siney said, with Les Montoux, vice-president of MOA, on hand to explain the background of the plan.

Local problems are expected to be foregone at the Monday meeting, also a membership drive will probably be set into motion.

Elkins Named To Head Taran Branch Office

JACKSONVILLE, Fla., Nov. 27.—Sam H. Taran, president of Taran Distributing, Inc., this week named the appointment of T. Elkins as sales manager of the firm's Jacksonville branch office.

Elkins, who formerly headed Southern Music Distributing Company office for nine years, will take over his new post immediately.

Taran added, "Elkins is a veteran commander, Elkins is a native of Jacksonville and well known throughout North Florida, Taran added."

Tape Library

Continued from page 72

and office buildings were the principal targets for the music.

RCA Victor master tapes are transferred from RCA's tape library, with Selvin selecting them. Magwood has distribution rights in the library of recorded music for commercial use only, in Canada as well as throughout this country. Distribution of tape is handled on a lease basis.

Wurlitzer Award Winners Back From Bermuda Trip

NEW YORK, Nov. 27.—Eleven prize-winning distributors of the Wurlitzer Company arrived here this week after spending seven days at the Castle Hatter House, Bermuda, as guests of the juke box manufacturing firm. The trip was awarded as a result of a sales contest.

Making the cruise on the Ocean Monarch were Mr. and Mrs. John Bilotta, Newark, N. J.; Mr. and Mrs. W. T. Moore, Charleston, W. Va.; Mr. and Mrs. C. A. Culp, Oklahoma City; Mr. and Mrs. Harry Jacobs Jr., Milwaukee; and Mr. and Mrs. W. J. Mashek, Kansas City.

Company Guests

Company executives and their wives who made the trip included Roy W. Warr, Stephen A. Vukelic, Buffalo; Mr. and Mrs. R. B. Williams, Dallas; and Mr. and Mrs. R. E. Williams, St. Louis.

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Up-State Mich. Ops Find Dime Play Pays Off

DETROIT, Nov. 27.—Reports from music operators in up-State Michigan, indicating that dime results on recent conversions from nickel to dime play, has encouraged Detroit coinmen to make a similar change January 1.

Firm Jackson, Mich., of the Jackson Automatic Music Company, reported that his route was now half converted and that collections were going up an increase.

South of Detroit, in Monroe, Paul Heaton, who operates the Monroe Coin Company, announced that he was preparing to make an immediate conversion to dime play in line with the region's trend.

From the interior, mid-State area north of Detroit, a report from Saginaw shows operators satisfied with the general character made a short time ago. Fred Walker, also of Saginaw, reports that all locations, including those patronized by Negroes, will eliminate the nickel chute in that area in the near future.

Locally, Joseph Brilliant, owner of Brilliant Music Company, an pioneer operator, summarized the sentiment of other Detroit operators when he declared, "We think the solution of the juke box business lies in dime play. It offers the only method by which operators can survive increasing costs."

Connecticut Sets

Continued from page 72

At the Tuesday meeting, and then discuss the matter at a State-wide meeting here December 9.

"An operator," he said, "can lose faith if he sees expenses not only catching up with income but far surpassing it, and one way out of this is to eliminate the nickel juke box charges from 5 to 10 cents a play."

Connecticut has some 5,000 juke boxes, according to present estimations.

Local operators have to face the fact, Fish declared, "that play is gone in this country, and that it's foolish to do nothing about raising costs."

67 YEARS OLD, STILL PLAYING A MEAN TUNE

VERMILION, O., Nov. 27.

"They're old as dirt as they sound."

At least that's the sentiment of A. S. Ludlow, who says his 67-year-old *North American* Phonograph "Nickie Littleold" still plays a mean tune.

"The phonograph, one of the first ever made, is still going strong after 67 years of entertainment (1888), is in perfect condition," said Ludlow. "And along about 20 records were leased during the same year, there's nothing better."

Miami Beach

Continued from page 72

advantage. It specifies that store owners, purchasing their own machines, must make a \$25 per year advance. The existing ordinance calls for only \$30 per year.

The ordinance is due for a third and final reading December 10. After the usual 30-day waiting period, it will become law.

COLIMEN YOU KNOW

Chicago

Communications to:
Billboard
Central 6-7818

Scores of Colimen
Visit NAAPPB Show . . .

... machine representatives and visitors from all parts of the nation are congregating at the Hotel Sherman until Wednesday of this week to view the exhibits of the National Association of Amusement Parks, Fools and Beches and Visit with fellow members of the industry.

Herb Perkins, Purveyor Distributing Company, reports Jack Butler, Toledo, dropped in for a visit during the week. Marie Hopp, office manager, will bowl with her team, Hill Top, on Wednesday, December 8, and 5. Monty West looking forward to having full charge of the petty cash during Marie's absence.

George Kery, A.B.T. Manufacturing Corporation, shipped 100 Challenger pistol games to Germany during the week. The Challenger, along with other company products, is on display at the NAAPPB show this week.

W. R. Greiner, sales manager of the Northwestern Corporation, Chicago, Ill., recently celebrated his 20th year with the company. Waldo Bolen, president, presented Greiner with a gold wrist watch for the occasion. One of Bolen's prize office decorations is a pair of German dueling pistols—dated 1740.

The Bally Manufacturing Company Key Men's Club, journeyed to South Bend Saturday (27) to watch Notre Dame play Southern California. Herb Jones and Jack Nelson, Bally, were happy over

the prospects of the firm's new shuffle allies, the Magic and Mystic Bowlers.

Mac Brier, Don Moloney and Tom Cath, Donan Distributing Company, are shaping things up for the Brier Service school scheduled at the Donan headquarters December 8.

Bill De Selm, United Manufacturing Company, spent the Thanksgiving holidays at the home of his wife's parents in Indiana. Every United employee got a 21-pound turkey for Thanksgiving. Johnny Canale and Ken Sheldon returned home from their travels for Thanksgiving, but roachman Al Thoeke was still traveling around Los Angeles.

Ed Levin, Chicago Coin Machine Exchange, showed the new Thunderbolt bowler at the company plant this week. John Gore, project engineer, returned from conducting a service school at Minthorne Music, Los Angeles.

Milwaukee

Communications to:
Billboard
UPWEN 3-0018

Coin Firms Report
Increase in Takes . . .

Reports from a good cross section of members of the coin machine industry here indicate that cash box receipts have been improving. Specimens for most of the major firms reported that comparisons showed takes about equal, and frequently slightly ahead of last year at this time.

Harry Jacobs Jr., back from his 11-day vacation which took him and other Wurlitzer distributor prize winners to Bermuda, reports the trip was a wonderful experience. Sales of the new model Wurlitzer

litzer music machines continue to hit a gratifying pace, according to the front office of the United, Inc., organization.

Jim Mayer, assistant to Stu Glasman, informs that operators are stopping in at the Radio Doctors, one stop outlet, in larger numbers than ever for their disk needs. Heavy purchases were noted this week of the following: "Let Me Go, Lover," by Tom Weber, on Columbia; the Crew Cut's version of "Dance, Mr. Sandman, Dance," on Mercury; Sarah Vaughan's "Make Yourself at Home," also on Mercury, and a brace of independent labels, "Naughty Lady," by Archie Bleyer on Cadence, and Jeannine's "The Gayden Lady," with the Esquire Boys' "Rock a Boutin' Boggie."

Operators are definitely leaning toward the eye-catching colors of the new AMI juke boxes, according to Sam Cooper, of the Paster Distributing Company. Which colors do they prefer? Cooper says most orders are coming thru for the charcoal and the Tahitian red. Progress on the construction of the new building going up for the Paster organization is not as swift as the firm would like it to be. Admittedly, however, Cooper revealed that the premium goods department under watchful eyes of Sam Barkum and Joe Cullen, is growing by leaps and bounds.

Top selling disks for the operator trade, according to Bob

Seeburg Adds

Continued from page 72

operators might be able to type the names of both sides of a record on the same card. When artists were included on the strips, the operators generally typed in the names and the artist on both lines.

The new Seeburg strip splits the dividing line, leaving a space in the middle for the artist's name. The card measures one by three inches, the same as all standard title strips.

Distribution of the strips will be handled thru Seeburg distributors or thru Star Title Strip Company, Inc., printers of the strips.

The fact that the artist's name has been set apart and made easier to identify indicates that the artist is becoming more and more a drawing card for juke box customers.

According to Seeburg, the new title strip will also cut the time spent in typing the strips by 25 per cent.

Thompson, Capitol Records boss here, is the new Dean Martin-Nat (King) Cole effort, "Long, Long Ago," backed with "Open Up the Doghouse." According to Thompson, the next big item due to be the big juke box smash hit will be the

(Continued on page 77)

WANTED

ROCK-OLA 120-SELECTION "COMETS" FOR CASH
Any quantity. Lowest prices paid. Write
BOX 764
The Billboard Chicago 4, Ill.

ask your routeman . . . he knows!

Rock-Ola EZ accessibility!



• EASY to reach records and change without
• EASY to change records
• EASY to change records
• EASY to change records
• EASY to change records



ROCK-OLA MANUFACTURING CORP.
200 N. WABASH AVE., CHICAGO 4, ILL.

UltraSound Music Box Hi-Fi Converter

UltraSound's new hi-fi music box conversion kit gives all Seeburg models a brilliant sound . . . longer life . . . greater singing power. It's the operator's answer to millions of hi-fi music lovers and their ultra dollar market.



Ultra Profits and Savings

UltraSound sells for \$59.50 . . . less than one-fourth the cost of a new hi-fi music box. Easily and quickly installed by following printed directions. Be the first in your city with UltraSound. For further information write:

ULTRASOUND 2845 Parker Ave. Ogden, Utah

when answering ads . . .

SAY YOU SAW IT IN THE BILLBOARD!

How Was Your Timing on . . .

"TWO AGAIN DOLL SONG"

Now on Billboard's "Best Selling Singles" Chart

Start today to lose your record buying to cash in on the hottest daily jockey promotion and strongest dealer merchandising. Billboard's weekly BEST BUYS are the answer. Arrange now to have five strips of BEST BUYS supplied day and date with their position in Billboard. You'll save time and money . . . you'll be riding only the winners for top play the year around.

Spotted as a
Billboard
BEST BUY

OCTOBER
4, 1954

Title Strips
Ready for Top
Juke Profits

OCTOBER
4, 1954

CONVENIENT ORDER FORM

There are 20 title strips on each card—10 on side A and 10 on side B. The minimum package includes 2 strips of each card selected (average 10 records—20 cards) delivered weekly for a period of 5 months.

Cards	(Cost per Week)	(Cost for 5 Weeks)
20 (400 strips) . . . \$ 9.00	20 (400 strips) . . . \$29.00	20 (400 strips) . . . \$59.00
40 (800 strips) . . . 15.00	40 (800 strips) . . . 44.00	40 (800 strips) . . . 89.00
60 (1200 strips) . . . 21.00	60 (1200 strips) . . . 65.00	60 (1200 strips) . . . 129.00
80 (1600 strips) . . . 27.00	80 (1600 strips) . . . 81.00	80 (1600 strips) . . . 161.00

Starling Title Strip Co.
2 E. 45th St., New York 17

Please start sending me _____ title strip cards of Billboard's "Best Buys" to cost \$1 each for 3 full months. Payment is enclosed.

Name _____

Address _____

City _____ Zone _____ State _____

THE BILLBOARD INDEX

ADVERTISEMENTS USED MACHINE PRICES MUSIC MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard issues as identified below. All advertised machines and prices are listed. Where more than one firm advertised the same equipment at the same price, frequency with which the price occurred is indicated in parentheses. Where quantity discounts are advertised, as in the case of bulk orders, only the single machine price is listed. Any price obviously dependent on condition of the equipment, age, time on location, territory and other related factors.

	Issue of Nov. 27	Issue of Nov. 20	Issue of Nov. 13	Issue of Nov. 6
AMI Model B.....	\$129.00 145.00	\$129.00 145.00	\$129.00 145.00	\$99.00 129.00
Model C.....	175.00	175.00	175.00	150.00 175.00
Model D.....	215.00	215.00	215.00	225.00
Model E.....	255.00	255.00	255.00	275.00
Model F.....	325.00 375.00	325.00 375.00	325.00 375.00	325.00 375.00
Model G.....	375.00	375.00	375.00	375.00
Model H.....	450.00 475.00	450.00 475.00	450.00 475.00	450.00 475.00
Model I.....	475.00	475.00	475.00	475.00
Model J.....	525.00 575.00	525.00 575.00	525.00 575.00	525.00 575.00
Model K.....	575.00	575.00	575.00	575.00
Model L.....	625.00	625.00	625.00	625.00
Model M.....	675.00	675.00	675.00	675.00
Model N.....	725.00	725.00	725.00	725.00
Model O.....	775.00	775.00	775.00	775.00
Model P.....	825.00	825.00	825.00	825.00
Model Q.....	875.00	875.00	875.00	875.00
Model R.....	925.00	925.00	925.00	925.00
Model S.....	975.00	975.00	975.00	975.00
Model T.....	1025.00	1025.00	1025.00	1025.00
Model U.....	1075.00	1075.00	1075.00	1075.00
Model V.....	1125.00	1125.00	1125.00	1125.00
Model W.....	1175.00	1175.00	1175.00	1175.00
Model X.....	1225.00	1225.00	1225.00	1225.00
Model Y.....	1275.00	1275.00	1275.00	1275.00
Model Z.....	1325.00	1325.00	1325.00	1325.00
Model AA.....	1375.00	1375.00	1375.00	1375.00
Model AB.....	1425.00	1425.00	1425.00	1425.00
Model AC.....	1475.00	1475.00	1475.00	1475.00
Model AD.....	1525.00	1525.00	1525.00	1525.00
Model AE.....	1575.00	1575.00	1575.00	1575.00
Model AF.....	1625.00	1625.00	1625.00	1625.00
Model AG.....	1675.00	1675.00	1675.00	1675.00
Model AH.....	1725.00	1725.00	1725.00	1725.00
Model AI.....	1775.00	1775.00	1775.00	1775.00
Model AJ.....	1825.00	1825.00	1825.00	1825.00
Model AK.....	1875.00	1875.00	1875.00	1875.00
Model AL.....	1925.00	1925.00	1925.00	1925.00
Model AM.....	1975.00	1975.00	1975.00	1975.00
Model AN.....	2025.00	2025.00	2025.00	2025.00
Model AO.....	2075.00	2075.00	2075.00	2075.00
Model AP.....	2125.00	2125.00	2125.00	2125.00
Model AQ.....	2175.00	2175.00	2175.00	2175.00
Model AR.....	2225.00	2225.00	2225.00	2225.00
Model AS.....	2275.00	2275.00	2275.00	2275.00
Model AT.....	2325.00	2325.00	2325.00	2325.00
Model AU.....	2375.00	2375.00	2375.00	2375.00
Model AV.....	2425.00	2425.00	2425.00	2425.00
Model AW.....	2475.00	2475.00	2475.00	2475.00
Model AX.....	2525.00	2525.00	2525.00	2525.00
Model AY.....	2575.00	2575.00	2575.00	2575.00
Model AZ.....	2625.00	2625.00	2625.00	2625.00
Model BA.....	2675.00	2675.00	2675.00	2675.00
Model BB.....	2725.00	2725.00	2725.00	2725.00
Model BC.....	2775.00	2775.00	2775.00	2775.00
Model BD.....	2825.00	2825.00	2825.00	2825.00
Model BE.....	2875.00	2875.00	2875.00	2875.00
Model BF.....	2925.00	2925.00	2925.00	2925.00
Model BG.....	2975.00	2975.00	2975.00	2975.00
Model BH.....	3025.00	3025.00	3025.00	3025.00
Model BI.....	3075.00	3075.00	3075.00	3075.00
Model BJ.....	3125.00	3125.00	3125.00	3125.00
Model BK.....	3175.00	3175.00	3175.00	3175.00
Model BL.....	3225.00	3225.00	3225.00	3225.00
Model BM.....	3275.00	3275.00	3275.00	3275.00
Model BN.....	3325.00	3325.00	3325.00	3325.00
Model BO.....	3375.00	3375.00	3375.00	3375.00
Model BP.....	3425.00	3425.00	3425.00	3425.00
Model BQ.....	3475.00	3475.00	3475.00	3475.00
Model BR.....	3525.00	3525.00	3525.00	3525.00
Model BS.....	3575.00	3575.00	3575.00	3575.00
Model BT.....	3625.00	3625.00	3625.00	3625.00
Model BU.....	3675.00	3675.00	3675.00	3675.00
Model BV.....	3725.00	3725.00	3725.00	3725.00
Model BV.....	3775.00	3775.00	3775.00	3775.00
Model BW.....	3825.00	3825.00	3825.00	3825.00
Model BX.....	3875.00	3875.00	3875.00	3875.00
Model BY.....	3925.00	3925.00	3925.00	3925.00
Model BZ.....	3975.00	3975.00	3975.00	3975.00
Model CA.....	4025.00	4025.00	4025.00	4025.00
Model CB.....	4075.00	4075.00	4075.00	4075.00
Model CC.....	4125.00	4125.00	4125.00	4125.00
Model CD.....	4175.00	4175.00	4175.00	4175.00
Model CE.....	4225.00	4225.00	4225.00	4225.00
Model CF.....	4275.00	4275.00	4275.00	4275.00
Model CG.....	4325.00	4325.00	4325.00	4325.00
Model CH.....	4375.00	4375.00	4375.00	4375.00
Model CI.....	4425.00	4425.00	4425.00	4425.00
Model CJ.....	4475.00	4475.00	4475.00	4475.00
Model CK.....	4525.00	4525.00	4525.00	4525.00
Model CL.....	4575.00	4575.00	4575.00	4575.00
Model CM.....	4625.00	4625.00	4625.00	4625.00
Model CN.....	4675.00	4675.00	4675.00	4675.00
Model CO.....	4725.00	4725.00	4725.00	4725.00
Model CP.....	4775.00	4775.00	4775.00	4775.00
Model CQ.....	4825.00	4825.00	4825.00	4825.00
Model CR.....	4875.00	4875.00	4875.00	4875.00
Model CS.....	4925.00	4925.00	4925.00	4925.00
Model CT.....	4975.00	4975.00	4975.00	4975.00
Model CU.....	5025.00	5025.00	5025.00	5025.00
Model CV.....	5075.00	5075.00	5075.00	5075.00
Model CW.....	5125.00	5125.00	5125.00	5125.00
Model CX.....	5175.00	5175.00	5175.00	5175.00
Model CY.....	5225.00	5225.00	5225.00	5225.00
Model CZ.....	5275.00	5275.00	5275.00	5275.00
Model DA.....	5325.00	5325.00	5325.00	5325.00
Model DB.....	5375.00	5375.00	5375.00	5375.00
Model DC.....	5425.00	5425.00	5425.00	5425.00
Model DD.....	5475.00	5475.00	5475.00	5475.00
Model DE.....	5525.00	5525.00	5525.00	5525.00
Model DF.....	5575.00	5575.00	5575.00	5575.00
Model DG.....	5625.00	5625.00	5625.00	5625.00
Model DH.....	5675.00	5675.00	5675.00	5675.00
Model DI.....	5725.00	5725.00	5725.00	5725.00
Model DJ.....	5775.00	5775.00	5775.00	5775.00
Model DK.....	5825.00	5825.00	5825.00	5825.00
Model DL.....	5875.00	5875.00	5875.00	5875.00
Model DM.....	5925.00	5925.00	5925.00	5925.00
Model DN.....	5975.00	5975.00	5975.00	5975.00
Model DO.....	6025.00	6025.00	6025.00	6025.00
Model DP.....	6075.00	6075.00	6075.00	6075.00
Model DQ.....	6125.00	6125.00	6125.00	6125.00
Model DR.....	6175.00	6175.00	6175.00	6175.00
Model DS.....	6225.00	6225.00	6225.00	6225.00
Model DT.....	6275.00	6275.00	6275.00	6275.00
Model DU.....	6325.00	6325.00	6325.00	6325.00
Model DV.....	6375.00	6375.00	6375.00	6375.00
Model DW.....	6425.00	6425.00	6425.00	6425.00
Model DX.....	6475.00	6475.00	6475.00	6475.00
Model DY.....	6525.00	6525.00	6525.00	6525.00
Model DZ.....	6575.00	6575.00	6575.00	6575.00
Model EA.....	6625.00	6625.00	6625.00	6625.00
Model EB.....	6675.00	6675.00	6675.00	6675.00
Model EC.....	6725.00	6725.00	6725.00	6725.00
Model ED.....	6775.00	6775.00	6775.00	6775.00
Model EE.....	6825.00	6825.00	6825.00	6825.00
Model EF.....	6875.00	6875.00	6875.00	6875.00
Model EG.....	6925.00	6925.00	6925.00	6925.00
Model EH.....	6975.00	6975.00	6975.00	6975.00
Model EI.....	7025.00	7025.00	7025.00	7025.00
Model EJ.....	7075.00	7075.00	7075.00	7075.00
Model EK.....	7125.00	7125.00	7125.00	7125.00
Model EL.....	7175.00	7175.00	7175.00	7175.00
Model EM.....	7225.00	7225.00	7225.00	7225.00
Model EN.....	7275.00	7275.00	7275.00	7275.00
Model EO.....	7325.00	7325.00	7325.00	7325.00
Model EP.....	7375.00	7375.00	7375.00	7375.00
Model EQ.....	7425.00	7425.00	7425.00	7425.00
Model ER.....	7475.00	7475.00	7475.00	7475.00
Model ES.....	7525.00	7525.00	7525.00	7525.00
Model ET.....	7575.00	7575.00	7575.00	7575.00
Model EU.....	7625.00	7625.00	7625.00	7625.00
Model EV.....	7675.00	7675.00	7675.00	7675.00
Model EW.....	7725.00	7725.00	7725.00	7725.00
Model EX.....	7775.00	7775.00	7775.00	7775.00
Model EY.....	7825.00	7825.00	7825.00	7825.00
Model EZ.....	7875.00	7875.00	7875.00	7875.00
Model FA.....	7925.00	7925.00	7925.00	7925.00
Model FB.....	7975.00	7975.00	7975.00	7975.00
Model FC.....	8025.00	8025.00	8025.00	8025.00
Model FD.....	8075.00	8075.00	8075.00	8075.00
Model FE.....	8125.00	8125.00	8125.00	8125.00
Model FF.....	8175.00	8175.00	8175.00	8175.00
Model FG.....	8225.00	8225.00	8225.00	8225.00
Model FH.....	8275.00	8275.00	8275.00	8275.00
Model FI.....	8325.00	8325.00	8325.00	8325.00
Model FJ.....	8375.00	8375.00	8375.00	8375.00
Model FK.....	8425.00	8425.00	8425.00	8425.00
Model FL.....	8475.00	8475.00	8475.00	8475.00
Model FM.....	8525.00	8525.00	8525.00	8525.00
Model FN.....	8575.00	8575.00	8575.00	8575.00
Model FO.....	8625.00	8625.00	8625.00	8625.00
Model FP.....	8675.00	8675.00	8675.00	8675.00
Model FQ.....	8725.00	8725.00	8725.00	8725.00
Model FR.....	8775.00	8775.00	8775.00	8775.00
Model FS.....	8825.00	8825.00	8825.00	8825.00
Model FT.....	8875.00	8875.00	8875.00	8875.00
Model FU.....	8925.00	8925.00	8925.00	8925.00
Model FV.....	8975.00	8975.00	8975.00	8975.00
Model FW.....	9025.00	9025.00	9025.00	9025.00
Model FX.....	9075.00	9075.00	9075.00	9075.00
Model FY.....	9125.00	9125.00	9125.00	9125.00
Model FZ.....	9175.00	9175.00	9175.00	9175.00
Model GA.....	9225.00	9225.00	9225.00	9225.00
Model GB.....	9275.00	9275.00	9275.00	9275.00
Model GC.....	9325.00	9325.00	9325.00	9325.00
Model GD.....	9375.00	9375.00	9375.00	9375.00
Model GE.....	9425.00	9425.00	9425.00	9425.00
Model GF.....	9475.00	9475.00	9475.00	9475.00
Model GG.....	9525.00	9525.00	9525.00	9525.00
Model GH.....	9575.00	9575.00	9575.00	9575.00
Model GI.....	9625.00	9625.00	9625.00	9625.00
Model GJ.....	9675.00	9675.00	9675.00	9675.00
Model GK.....	9725.00	9725.00	9725.00	9725.00
Model GL.....	9775.00	9775.00	9775.00	9775.00
Model GM.....	9825.00	9825.00	9825.00	9825.00
Model GN.....	9875.00	9875.00	9875.00	9875.00
Model GO.....	9925.00	9925.00	9925.00	9925.00
Model GP.....	9975.00	9975.00	9975.00	9975.00
Model GQ.....	10025.00	10025.00	10025.00	10025.00
Model GR.....	10075.00	10075.00	10075.00	10075.00
Model GS.....	10125.00	10125.00	10125.00	10125.00
Model GT.....	10175.00	10175.00	10175.00	10175.00
Model GU.....	10225.00	10225.00	10225.00	10225.00
Model GV.....	10275.00	10275.00	10275.00	10275.00</

Wake Up Your Route



INSTALL THE HIGH EARNING, HIGH FIDELITY

WURLITZER 1700



TAKES THE MASK OFF THE MUSIC

Wherever a Wurlitzer 1700HF goes in, take goes up. Its colorful appearance catches more eyes. Its true High Fidelity Tone pleases all ears. These features plus its intriguing Carousel Record Changer keep people playing its 104 selections over and over again. If you want to set yourself in solid with location owners and make yourself more money... this is the Wurlitzer that will do it.

SEE IT-HEAR IT-BUY IT-AT YOUR
WURLITZER DISTRIBUTOR

THE RUDOLPH WURLITZER COMPANY
NORTH TONAWANDA, NEW YORK

Established 1856



Turkey Kiffy Sparks Chi Op Bowling League

CHICAGO, Nov. 27.—Thanksgiving sweepstakes sparked members of the Automobile Photograph Bowling League here last Monday (Dec. 2), adding just a little more zest to the already tight-knit race.

Fourteen lucky winners walked out with turkey money jingling in their pockets, each just nipping the runner-up by a close margin. The league was divided into seven classes, two in the ladies division and the remainder among the men. The classes were selected according to averages.

Winners were Carl Latino, who rolled 337; Lenora Christiansen, with 541; Mike Blumberg, 543 and high for the evening; Frank Lantz, 490; and George Hall, 414. Lucky among the women were Ellen Brown, with 411, and Millie Nyland, with 369.

Leaders of the league, Omensons Sons, captured three games from Western Automatic, breaking a two-way tie for first place with ABC Music No. 2 and giving them a two game lead.

Tie for second place with ABC Music No. 2 is the team of Mercury Records, who trounced Decca Records for two out of the three games.

Following are the standings after 33 games:

	Won	Lost
Omensons Sons.....	21	12
Mercury Records.....	21	12
ABC Music No. 2.....	21	12
Decca Records.....	19	14
Star Music.....	18	15
Coro Records.....	17	16
Melody Music.....	17	16
Phono.....	17	16
Western Automatic.....	16	17
B & N Beverly.....	15	18
Atlas Music.....	15	18
ABC Music No. 1.....	15	18
Cohen Music.....	10	23
Cillette Distr.....	8	25

AM Distrb Exhibits Line At Cafe Fete

NEW ORLEANS, Nov. 27.—The increasing trend of juke box equipment promotion for restaurant location was again demonstrated November 9, 10 and 11, when Ed Holyfield, manager of the Dixie Coin Machine Company, AMI distributors, set up display space at the All South Restaurant Show.

According to Holyfield, the show offered the juke box industry the opportunity to show prospective customers (and doubting Thomases) the advantages of installing moderately high fidelity equipment in their places of business.

Holyfield said that he was confident that operators would be able to make a great many installations from the number of inquiries received at the show. He added that restaurant locations offered operators a chance to expand their music routes without extending their present boundaries.

The restaurant show was held at the Jung Hotel here.

Live Cancer

TO CONQUER

AMERICAN CANCER SOCIETY

SKED FEB. 1-3 FOR AMUSEMENT TRADE EXHIBIT

LONDON, Nov. 27.—The annual Amusement Trades Exhibition has been scheduled for February 1-3, at the Grosvenor Hall of the Royal Horticultural Society, it was announced here this week.

Feature billing in the coin machine industry will probably go to Arcadia Automatic Acoustics, Ltd., manufacturers of the "Arcadia" line.

The Minstrel, incidentally, celebrates its first anniversary this week. Billing in the firm, R. S. Morris, brothers, believe that the gains made during the past 12 months will be far surpassed in the coming year.

Advance Holds 1st Honors in AMOA Bowling

MIAMI, Nov. 27.—Advance Music trounced Marino Music in four games this week to strengthen its position as the leader in the AMOA Bowling League.

Music Makers split with All-In Amusements, 2 and 2, to clinch a three game lead. Advance and Acme Music and Vending captured three out of four from American Operating to land in third place.

In a surprise burst of power, Rock-Ola rolled a 300 and Rock-Ola Distributing in three out of four to maintain its hold on second place. All-Coil, Marino Music and American Operating are now sixth, seventh and last respectively in the loop standings.

The team captained by Rodich continued to pace the Advance squad with outstanding performances. Cus series of 537 was top for the evening, as was 193 for individual high game. Rodich finished with a 492 series. Jack Torrey joined the Advance team but merely rolled for average. Ross Rock-Ola's Marvin Lieber made up a one-game lead, and Bill Rio of Radio Center rolled a 188. Buddy Cohen, Acme Music and ending, notched a one-game lead and a total of 560 for the evening, to place second in that department behind Cus.

The team captained by Rodich under the evening's play got underway, in order to settle a few minor matters. Capitana Harold Marcus, Mike Alcorn, Eddie Petrocine, All-Coil; S a m y Marino, Amnell Music; Leon Cus, Advance; Eddie Dee Acme; Buster Anelli, American Operating; Dave Shedd, Radio Center, and Eddie Lieber, Ross Rock-Ola.

	Won	Lost
Advance Music.....	21	12
Music Makers.....	20 1/2	7 1/2
Acme Music.....	17 1/2	12 1/2
Ross Rock-Ola.....	14	14
Rock-Ola Distributing.....	14	14
All-Coil.....	8	16
Marino Music.....	9	19
American Operating.....	9	19

Actually, each team rolls only three games a week but there is a division of four points. The team with the greatest number of points for the evening (the total of the three games) received half and half of the points for the halves in the standings.

Roy Kool, who is in charge of the league, would like to see this season's winner challenge the winner of the Chicago coinmen's loop.

"Perhaps we could develop an inter-city rivalry," he said. "One year the Miami champions could journey to Chicago, and the next year the Windy City bowlers could come here. It would make interesting competition and might be financed either thru weekly assessments on each player or, perhaps, thru the coinmen's association in each city."

COINMEN YOU KNOW

Continued from page 15

coming Paul Whiteman number, "San" backed with "Wang, Wang Blues." He's already taking orders.

D. B. Dierling, the Lorillard Company sales director for the Wisconsin territory, is the busiest man around town. Dierling and his staff have been jumping in their effort to get a good sales start for the new Old Gold Filter King cigarettes. As soon as all the retailer accounts have been covered, Dierling reports a drive to cover cigarette vendors will be instigated.

Philip Kurman, of the D. Kurman Company took part this week in public ceremonies which commenced the construction of a sizable addition to the Mount Sinai Hospital. Kurman is president of the hospital's board of directors.

Canteen Company's head man, Erich Rakow was absent from his office this week. Rakow, along with many other local coinmen, took off for a deer hunt.

Deer hunting Ray Van Toor, head of the parts department at Budger Novelty Company, returned from the North Woods early this week with his trophy, a nice sized buck.

Badger Novelty Company's boss, Carl Hapfel, reports that coin machine sales have been holding up nicely this week. The 50 and 120 have accounted for surprisingly fine sales tallies, says Hapfel, included in Badger's sales boost have been the cases of bulk vending equipment. "A lot of operators have been discovering lately that there is good money to be made in bulk vending," says Hapfel.

Frank Bartnik, of Banaco Music, recently became part owner of a new airplane. The craft is a Beech Staggerwing and is a five passenger ship. Bartnik plans to bundle

the family into the plane over the Thanksgiving Holiday to visit with Al Wital's family in Cleveland. Wital operates a music and games firm there.

New York

Communications by Aaron Sternfeld Plans 7-3600

Epps Leave for Tropic Cruise

Sam Epps, local charm manufacturer, and Mrs. Epps, leave next week for a month's cruise of the Caribbean, visiting Haiti, Puerto Rico and Cuba and winding up the tour at Key West, Fla., where they will be joined by their two daughters, Judy, 16 and Cindy, 11. The Epps are celebrating their 25th wedding anniversary.

Lou and Howard Herman, Mount Vernon; Carl Pavel Jr., White Plains, and Jack Wilton, Newburgh, visiting 10th Avenue this week. Buddy Fox, Runyon Sales, is back on the job after a few weeks of hospitalization. Jerry Levine, Runyon, moved into his new apartment in Brooklyn. Harry Root reports that the AMI outfit is selling a lot of Bally Records.

Bob Shiff, Seacoast Distributors, says jukeette sales are running much higher than anticipated. The firm is advertising in local newspapers in an attempt to hit the home market. Slifer and Marlie Reisman, Seacoast service engineer, visited the New York Operators' Association in Poughkeepsie last week to display the new Rock-Ola.

Marcus Klein held open house for game operators Wednesday (24). Mrs. George Kalshay, wife of the game mechanic, and her daughter, Mildred, (24) at Gilbert, executive secretary of the

Coin Machine Employees Union, reports his conversion business is coming along nicely.

Murray Lab bought some locations from Jack Small. George Fones, local leader of the Associated Amusement Machine Operators of New York, reports that game collections are picking up.

Bow Ultrasound Juke Box Hi-Fi Conversion Kit

OGDEN, Utah, Nov. 27. — A new juke box high-fidelity conversion kit was introduced here this week by the Ultrasound Company.

The Ultrasound kit features a frequency modulated high-fidelity output transformer. It includes a frequency speaker and matched output tubes. Selling price is \$59.50 f.o.b. Ogden. The kit, according to Norman W. Cragan, president, and Kenneth W. Thompson, inventor, can be installed in less than an hour. Kits include printed instructions and illustrations. Factory installation will be handled for a slight additional charge, it was announced.

All kits will be sold and distributed thru the factory, Cragan said.

The firm presently has two models of juke boxes for conversion. Both are designed to convert Seeburg models. Future plans are to offer kits to fit all makes and models.

A national advertising campaign is scheduled to get under way before the end of the year.

COIN MACHINE NEWS QUIZ

Did you read these exclusive industry news items published in The Billboard—and only in The Billboard—last week?

- **MUSIC OPS GIRL FOR CHRISTMAS** record buying. Record distributors, retail outlets, one-stop get set for holiday jingles. Record manufacturers ready promotional gifts. What to look for in Christmas disks this year. (Page 98, The Billboard, November 27.)
- **BACKGOD MUSIC IN RESTAURANTS** reported in survey. Surveys reports how many restaurants growing background and music, what type of music equipment is used by restaurants which do offer it. Cites reasons why restaurants not using music. Restaurants answer what they prefer in background music. (Page 98, The Billboard, November 27.)
- **INDIE RECORD LABELS** growing in Milwaukee area. Reports how and why trend is moving this way for independents. How music operators fit into the picture. Music categories with independent record hits. What this growth in picture means to operators. (Page 98, The Billboard, November 27.)
- **CHANGE THE COPYRIGHT ACT?** Should writers and publishers be paid for the performance of their music on juke boxes? Or should the Copyright Act of 1909 be left unchanged, thus exempting juke box operators from any obligation for the performance of copyrighted music? Points out why this age-old problem needs industry attention now. Explains what The Billboard plans (Page 98, The Billboard, November 27.)
- **MAAPE COIN LINE-UP.** What convention goes to National Association of Amusement Parks, Pools & Beaches annual show can look for in new coin equipment. Number of coin firms exhibiting and kinds of equipment. (Page 104, The Billboard, November 27.)
- **VENDERS AT SOFT DRINK SHOW.** Significance for vending operators of annual American Bottlers of Soft Drinks Beverages convention and exhibit. Vending manufacturers' problem needs industry attention trends. What to look for in soft drink vending. (Page 94, The Billboard, November 27.)

IF YOU MISSED READING THE NOVEMBER 27 ISSUE OF THE BILLBOARD YOU MISSED THESE AND OTHER IMPORTANT NEWS STORIES AND FEATURES. ALL OF THESE STORIES WERE EXCLUSIVE IN THE BILLBOARD.

Only The Billboard Gives You News While It's New

COIN MACHINES

A Continuing Story of Leadership in Action

Venders Max Travel In Industrial Show

55 Apco Cup Machines Planned; Possibility of Candy, Milk Units

NEW YORK, Nov. 27.—The first vending installation ever to hit the road is being launched here, a part of an industrial exhibition which is scheduled to play 42 major cities in 42 weeks before an anticipated audience of 30 million persons.

The show is the Cavalcade of Progress, headed by Robert Bittner, with S. S. Whyte, concessions director and vice-president, in charge of vending.

Auto. Merch'g. Names Pekin Autosnack Mgr.

CHICAGO, Nov. 27.—Automatic Merchandising Company named Ben Pekin sales manager of its Autosnack Division. Pekin was formerly executive vice-president of William Fishman, vice-president of Automatic Merchandising.

Harry A. Winston, president of Automatic, said, "This appointment is in line with our policy of materially expanding our mechanical in-plant feeding business."

Automatic Merchandising's Autosnack Division is currently serving over 20,000 industrial workers with soup, hot and cold sandwiches, milk, coffee, carbonated and non-carbonated soft drinks, salads, ice cream and pastries, Winston said.

He declared that "commitments made by the first of the year will double the number of employees so served. This method of in-plant feeding has passed the experimental stage and is now used from New England to California in some of the country's biggest name industrial plants."

Jo-Lo Sales Up 20% Over '53

JERSEY CITY, Nov. 27.—Joe Tanzer, head of the Jo-Lo Perfumery Corporation, said that sales of the firm's Cologne vander are running 20 per cent ahead of a year ago, with an estimated 10,000 units on location in the city.

He added that sales to Southern theater chains are going strong. The firm is now making contracts with material it calls Cribble Pearloid.

Reynolds Head Blasts ACS on Cancer Stand

NEW YORK, Nov. 27.—At a meeting on the part of the American Cancer Society to destroy the tobacco industry's tobacco charge, this week by E. A. Darr, president of the R. J. Reynolds Tobacco Company.

Speaking at a security Analysts luncheon here, Darr accused the ACS of adopting a "guilt by association" policy in blaming cigarette lung cancer. (Actually, the ACS did not "blame" cigarettes for lung cancer. It did claim that the incidence of lung cancer was higher among cigarette smokers.)

Darr's statement had been interpreted in trade sources as an indication that cigarette manufacturers were ready to fight any further attempt to link lung cancer with cigarette smoking.

COP is reportedly on "a verge of a deal with Apco whereby the show will buy 55 drink machines to be used instead of stand concessions. Whyte said the breakdown will probably be 10 combination units, 20 Refreshomat non-carbonated drink vendors and 25 three-selection SodaShopper carbonated drink units. Whyte added that he had been discussing the purchase with Mel Press, Apco executive vice-president.

Outdoor Dates

The show will play outdoor dates exclusively, beginning with Miami, February 15. Other dates include Atlanta, Birmingham, Memphis, Richmond, Washington, Philadelphia, New York, Boston, Syracuse, Buffalo, Detroit, Milwaukee, St. Paul, Omaha, Des Moines, Chicago, Toledo, Pittsburgh, Indianapolis, Cincinnati, Louisville, St. Louis, Kansas City, Tulsa, Dallas.

(Continued on page 83)

VENDOL

Multi-Purpose Vender Makes British Preem

LONDON, Nov. 27.—Vendol, a new multi-purpose automatic merchandiser made by Brecknell, Dorman & Rogers Ltd., is currently in production in the United Kingdom.

The vender will sell wrapped and unwrapped items of varying sizes. Its design is similar to that of the Danish Vending-bour, with three columns of 28 compartments, two columns of 14 compartments each, and three columns of 28 compartments each, with each column series vending articles at different prices. The vender is six feet high, two feet five inches deep, and two feet seven inches wide. Compartments rotate at the rate of two revolutions a minute, allowing all the items to be seen through the three plate glass windows on the side. Illumination is provided for product display.

Article Spindle

The eight columns, which are mounted on a verticle spindle in the center of the vender, are driven by a motor and a reduction gear, and independent switching is provided for the illumination and the vender.

The vender is operated by inserting the coin, waiting for the desired commodity to be selected, and then sliding open the appropriation door.

The current line has been to deny these charges, while making no specific attacks on their sources. "Cigarette tax on tax," he pointed out, that in New York, taxes represent 50 per cent of the 42-cent cigarette pack cost. He added, that the present federal levy of 8 cents a pack would drop to 7 cents in April when the Korean War is due to end.

He predicted that Reynolds' fourth quarter earnings would be less than the third quarter net, since the last quarter has been operating at a loss. But he said that the company's new filter-plant, Winston, was showing a sharp sales increase, while Camel remained the nation's top-selling brand.

CANTEEN V-P:

Venders Key To Greater Milk Sales

ROCHESTER, N. Y., Nov. 27.—Vending machines are the key to solving the milk surplus problem, says a spokesman for the president, A. M. Canteen Company, said Tuesday (23) in a speech before the Rochester Sales Executives Club.

"In 1933, the U. S. Government purchased about 8,000,000 pounds of surplus milk and sold it to the public," Spenneller said. "Vending machines are making a dent in this surplus because sales made thru these machines are not subject to the same restrictions as those which would not otherwise be made."

"The response from the dairy industry has been, to put it mildly, wildly enthusiastic. Almost from the first, one of the primary advantages of automatic merchandising became apparent: the product sold thru the machines meant plus sales for the supplier. Instead of taking bulky away from the door-to-door delivery men or stores, the use of milk vendors has actually boosted total milk consumption."

After the article is removed and the door is closed, it rotates again with the others. Each slider door is arranged so the initial movement will stop the appropriate column when the selected article can be seen thru the window in the sliding door.

Second Chance If the purchaser changes his mind before he opens the door, the column will revolve again, thus permitting a new selection.

Two front doors open for loading and unloading by the retailer by hand for filling. A separate lock-up cash till is not accessible when the vender is being serviced.

Hebel Names Distributors

ADDISON, Ill., Nov. 27.—The Fred Hebel Corporation announced the appointment of seven new distributors in Washington, D. C. & W. Vending Company, Spartanburg, S. C.; Al Weidman, New York, N. Y.; Charles Cleaver, Warren, O.; Edward Granger, Mission, Kan., and County Sales of California, San Diego.

Hebel, headed by Nat Hookman, will cover New York, New Jersey and Connecticut for Hebel, Mid-Atlantic, headed by Bayne Phillips, has Eastern Pennsylvania, Delaware, Maryland, West Virginia, Virginia, North Carolina and Washington, D. C. & W. headed by Walter Demopoulos, will cover South Carolina and Georgia. Al Weidman, Florida; Charles Cleaver, Michigan, Ohio, Western Pennsylvania; Edward Granger, Cleveland, Ohio; Charles Cleaver, Kansas, Nebraska, Colorado, New Mexico, and County Sales, headed by Larry Gensel, Arizona, Utah, Nevada and California.

All distributors will sell and service the Hebel line. All are factory trained on the equipment, and were chosen on the basis of their knowledge of the industry as well as of ice cream vending. Bernard Osmond, Hebel sales manager, said.

\$5,000.00 Expansion Earmarked by Eppy

Floor Space to Be Tripled; \$200,000 Set Aside for Equipment, Rest for Plant

JAMAICA, N. Y., Nov. 27.—The largest expansion program yet to be launched in the churn field will get underway early in January when Samuel Eppy & Company, Inc. launches a \$500,000 building program.

Some \$300,000 has been budgeted for the building, a two-story affair with 30,000 square feet of floor space, and another \$200,000 for equipment, including the latest injection molding press, vacuum plating department, machine shop and research laboratory.

Four years ago, Eppy moved into his then-new building, an 11,200-square foot one-story structure costing \$140,000. At the time, Eppy felt it would serve his needs for many years. The new structure will have nearly three times the floor space.

Independence Sought

Behind the expansion move is the desire of Eppy to become less dependent on subcontractors and dealers at most of the operations, particularly vacuum plating (for which \$100,000 has been allocated).

Eppy explained that the current growth and nature of the churn business had forced the expansion move. The firm, he said, has outgrown its sources of supply in

Jackson Heads Conti Coin

CICERO, Ill., Nov. 27.—P. J. Jackson became the sole owner of Continental Coin Devices, Inc., following his purchase of Bernard Kiley Jr.'s interest in the firm. Continental manufactures coin changers, service and built-in types, penny refusers and a new token vender.

Kiley sold his partnership to devote full time to his own operation, Airport Vending Service, Inc. A new Continental penny refunder, designed for installation in Ben Mills Coffee Bars, can be mounted inside without drilling holes. Price: \$44.50. The token vender, at \$89.50 for one-coin models (10, 25-cent operation) has up to 1,250 capacity. Two-coin models (for 15, 20-cent operation) are priced at \$109.50.

According to Jackson, the token machine is designed for installation in department stores, offices, etc., for shoppers and employee convenience. Idea: To avoid crowding at subway and transit turnstiles in New York City, tokens such as New York City, tokens could be purchased at the person's leisure. While the operator would pay full value for tokens, the vender, from the transit company, he would realize a profit on rental fee charged locations, Jackson said.

NAMA Sees 7% Increase in '54 Vending Sales

CHICAGO, Nov. 27.—More than \$1.5 billion in sales will have been rung up by at least 2,600,000 vending machines by the end of 1954.

Thus predicted National Automatic Merchandising Association which also predicted a 7 per cent increase of 1953 sales.

NAMA predicted that dairy products would lead the field in percentage increase of business over last year with estimated ice cream sales up 10 per cent, milk up 32 per cent. The trade group estimated that 16,000 milk

many of the pre-assembly process.

Then too, he added, the lives of churn items are becoming shorter, with a constant demand for new models and slower production runs on individual churns.

Research, Development This variety, Eppy said, requires a degree of research and development that had hitherto been lacking among subcontractors. He maintained that such developments as vacuum plating, metal handling, placement of labels and printing on plastics and using two

(Continued on page 93)

Calif. Cig Ops Must Propose 2c Cig Levy

LOS ANGELES, Nov. 27.—A 2-cent-per-package tax on cigarettes is being considered by John M. Pearce, State director of finance, and the State is expected to be showing a monthly deficit of \$7,000,000.

On the basis of the deficit, one operator said he believed the assessment of the tax inevitable. Another declared that it was too early to make any predictions. The levy, it was almost generally agreed, has a 50-50 chance of passing.

Operators will oppose the tax. (Continued on page 93)

Perfume-A-Spray Names National Sales Distributor

MAPLE SHADE, N. J., Nov. 27.—Paul Sanford, sales executive of Perfume-A-Spray Products, Inc., announced this week that Steiff & McDevitt, Philadelphia, has been appointed the exclusive national distributor for the firm's Cologne spray vender in all States except Louisiana, Mississippi, Alabama and the District of Columbia.

He explained that the firm would continue the direct factory route to the New England and Gulf States. Perfume-A-Spray began production in March and is currently manufacturing 300 vendors a month.

The vender is 12.5 inches high, 18.5 inches wide and lists for \$74.95. Capacity, according to the firm's literature, is three four-ounce bottles, capable of delivering 3,000 sprays at 10 cents a spray.

machines would vend \$22,400,000 in milk; 20,000 ice cream machines \$20 million in ice cream. Coffee, however, according to NAMA's prediction, would show a 30 per cent increase for 1954 over last year, mainly because of the increase in vending machines for the coffee bar.

"Big Three"

The "big three" automatic merchandisers continued to be cigarettes, soft drinks and candy—in that order. While cigarette machines made up 28 per cent of the total number of vendors (Continued on page 93)

Create New Sales?

CHICAGO, Nov. 27.—Novelty in milk vending was the subject of lively argument at the dairy...

Central question before the floor: Does a third flavor actually longer will be the period of time during which sales can be made...

Some operators reported that a "third flavor" in addition to milk and chocolate drink definitely increases milk vending sales...

Panel members were Melvin H. Wainer, Tony Roy Ice Cream Company, Lancaster, Pa., chairman...

Cutter said third flavors help milk vending sales, pointed out that his firm was using "coffee milk"—a coffee-flavored milk...

Whether or not his firm had replaced a white and chocolate milk vender with a three-selection machine it used to vend orange drink as the third flavor and that "the orange drink was sold at the expense of the other two items."

Whether white milk outlets chocolate or vice versa appeared to be a moot question. One audience member said that while milk was a three-to-one favorite over chocolate in one of his factories...

One operator reported that white milk sold much better in quarters than in any other size, although some operators declared that in some locations where women are the principal customers—and among them and women in office locations—the half pint is the only size that will sell, but that in industrial, military and school locations, pints are most in demand.

The problem of flavor rotation in both ice cream and milk vending. It came in for major discussion. It was pointed out that unlike candy or cigarette vending, dairy products vending requires that the operator wants to change one selection, any unsold remainder is a total loss.

Dairy-delivered vs operator-delivered was another headline discussion topic. The majority of operators at the meeting reported that their milk deliveries were filled by local dairies, although some indicated that they are interested in making a study of the profit possibilities in handling their own deliveries.

At the session dairies were credited with a major advantage in that they have a network of routes. The dairy can assign the vending locations to its regular drivers who make deliveries to the vending locations to its regular drivers who make deliveries to the vending locations to its regular drivers...

late in the day, those machines would be selling day-old milk most of the time.

Mallis cited health department regulations, pointing out that in his own area milk may not be vend more than 36 hours after pasteurization. Therefore the sooner the milk reaches the machines, the longer will be the period of time during which sales can be made...

Dairy Servicing Operators at the session also agreed that dairy servicing is better for handling returns. Without exception, it was reported that dairies would take back unsold milk that is picked up by their own drivers but would not accept it when picked up by the operator.

Wainer said that in his firm the responsibility of adjusting the machine's capacity to the location's demand. If the vending machine is over capacity, the dairy driver cuts the delivery; if it begins to increase...

In sales volume, the dairy driver services it more often.

Exceptionally, the general practice of dairy-delivered milk was noted by some operators. A heavy-volume location with a high concentration of machines—such as a large military base—was mentioned as one instance where it would be practical for the operator to service his own milk machines. Wainer said that the local dairy his firm buys from does not make Sunday deliveries to wholesale customers, so that their truck must deliver the milk to these customers on Sunday each week.

One automatic merchandiser with a large milk vending operation said that the dairy driver service is better. He argued that if an operator has sufficient milk, sales volume, and if he can get a license, definitely makes it worthwhile to handle the servicing of its own hand.

The problem of specialized equipment for milk deliveries was also discussed. Wainer stated that the Sunday milk deliveries were handled by his ice cream truck which on that day is milk cream truck with milk, but with ice cream. Asked about the temperature problem while carrying these milk deliveries in the ice cream truck, he replied that the arrangement was possible only because the milk remained in the truck for less than 48 hours. He said that if a longer period of time for transportation were required, some other arrangement would have to be made.

THE BILLBOARD INDEX

ADVERTISED USED MACHINE PRICES VENDING MACHINES

Equipment and prices listed below are taken from advertisements in The Billboard. Prices are in dollars unless otherwise indicated. Prices are listed for the machine only, unless the price includes the machine and the location. Prices are listed for the machine only, unless the price includes the machine and the location. Prices are listed for the machine only, unless the price includes the machine and the location.

Table with 4 columns: Machine Name, Price, Location, and Remarks. Includes items like Coca-Cola Vending Machine, Pepsi Vending Machine, etc.

VICTOR'S SUPER V

The Ideal Capsule Vender

Featuring the Greatest Earning Power Ever Built Into a Bulk Vender... at 1c, 2c, 5c or 10c Play.

Cabinet of two-tones solid oak—trimmed in chrome with glass panels. Smart, unique design... with eye-catching appeal for design... for large capacity—350 greater profit—over 1000 100-cent bulk gum, packed and sold at 4c to the case.

Less than 25 cases... \$71.80 per case 25 cases or more... 67.80 per case

STANDARD TOPPER

That attractive ensemble... is finished in smooth, hard chrome and chrome... steel construction, precision built and amazingly durable. Equipped with the large glass globe.

Packed and Sold 4 to the Case. Less than 35 cases... \$50.00 per case of 4 35 or more cases... 48.00 per case of 4

Place Your Orders With Your Nearest VICTOR Distributor VICTOR VENDING CORP.



2701-13 W. Grand Ave. Chicago 39, Illinois

CIGARETTE AND CANDY MACHINES!

All machines vend King Size and Standard Brands in 10¢ Cans, 300 Cans... \$20.00 additional for 300¢

Christmas Specials!

Needs Model E Superior Champion 11 Cans, 300 Cans... \$82.50 \$87.50

UNEEDA CIGARETTE VENDORS

Model E, 4 Cans, 100 Cans... \$75.00 Model E, 4 Cans, 100 Cans... \$75.00

ROGUE CIGARETTE VENDORS

Model E, 4 Cans, 100 Cans... \$75.00 Model E, 4 Cans, 100 Cans... \$75.00

UNEEDA CIGARETTE VENDORS

Model E, 4 Cans, 100 Cans... \$75.00 Model E, 4 Cans, 100 Cans... \$75.00

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VICTOR'S SUPER V

CAPSULE VENDOR

- Greater earning power Smart capsule design 350 cabinet capacity

1c-5c-10c Play... 10c MORE... TOPPER DELUXE... TOPPER STANDARD...

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Form with fields for Name, Address, City, State, Zip, and a checkbox for 'Send me your free sample'.

Variety to Kenote Coin Exhibits at NAAFPB Show

21 Coin Firms to Display Gun Games, Shuffle Bowlers, Rides, Arcade Units

CHICAGO, Nov. 27.—A record variety of coin-operated equipment will be shown at the 26th annual convention of the National Association of Amusement Parks, Pools and Beaches at the Hotel Sherman, Sunday (28) thru Wednesday (1).

At least 21 firms are showing coin-operated machines including kiddie rides, gun games, shuffle games, skee-ball games, photo ma-

chines, movie machines, coin reflectors, vending machines, baseball and football games, and other types of novelty games and devices.

Opening at this year's coin machine trade show, according to Paul H. Huedepohl, secretary of NAAFPB, will be:

1. A more diversified show than ever before.

2. Fewer coin-operated kiddie rides, but a greater overall variety of coin-operated amusement games and Arcade coin equipment.

3. New faces at the show, with new ideas and exhibits.

Showcasing coin-operated amusement games, the outdoor annual is the sole national convention at which coin amusement

games are shown, since the industry's own show was discontinued last year.

Before World War II, Coin Machine Industries and National Association of Coin-Operated Machine Manufacturers staged conventions in Chicago.

Vending machine and juke box exhibitors, however, broke away from the old coin machine shows and now sponsor their own separate conventions.

Lacking a show of its own, the amusement game business seems certain to continue concentrating on the annual trade show of NAAFPB.

Both amusement game and vending machine manufacturers are

(Continued on page 83)

NAME'S NOT SAME

Cohn Is Cohn, And Cohn Is Cohn, Got It?

NEW YORK, Nov. 27.—Nat Cohn, veteran 10th Avenue coin machine distributor, is growing a little weary from telling friends he isn't operator of Arcade equipment, and he doesn't have the location at Newark (N. J.) Airport.

The Billboard carried a story about Nat Cohn's C. O. Vending Company in its November 20 issue. Cohn does operate Arcade equipment and has the Newark Airport, and he doesn't have the location at Newark (N. J.) Airport.

In the meanwhile, Cohn's phone has been ringing a couple of dozen times a day with calls from columnists who confuse Cohn with Cohen. When Cohn assured traders that he had no connection with C. O., the response was usually that Cohn was being coy. He wasn't.

Cohn, erstwhile kiddie ride and 3-D manufacturer and distributor, said he would announce his plans soon.

Bally Ships 2 New Shuffle Bowling Games

CHICAGO, Nov. 27.—Bally Manufacturing Company shipped to its distributors this week two new shuffle bowling games—Magic Bowler (with match feature) and Mystic Bowler (regular m.c.d.).

The main feature on the new Bally bowler is the "super-strike," which gives the skill player some thing extra to shoot for, while the average player can still get as many strikes as usual.

A player can score a strike by shooting the puck down the regular strike lanes—but to rate "super-strike," he must not only shoot the puck down the strike lane, but must keep the shot close in the borders of two red lines.

(Continued on page 85)

Miami Beach Cuts Game Master License to \$500

MIAMI BEACH, Fla., Nov. 27.—The Miami Beach city council approved on first and second readings this week an ordinance reducing the license fees for coin-operated music machines and games.

Principal effect of the revision is to scale down the master license for games from \$1,928.25 a year to \$500.

Johnny Morgan, Beach Amusement Company, who has been in the forefront of the battle to reduce the license fee, commented:

PINBALL LEGAL FIGHT

Oregon Game Ops Win Tavern Owner Support

PORTLAND, Ore., Nov. 27.—Portland game operators this week had the support of the tavern industry in their efforts to obtain from the City Council legislation that would stabilize pinball operation and provide the city with an estimated \$100,000 annual revenue.

The license, official publication of the Oregon Licensed Beverage Association, printed in full a recent broadcast by the news editor of Radio KATZ, WOV, John Rasco. The broadcast, presented as the official editorial view of the industry, supported the contention that pinball games are legal in Oregon and criticized the city council for its attempt in 1951 to banish the games.

Rasco cited a 1940 Oregon Supreme Court ruling holding pinball machines were not gambling devices.

"Dangerous Ground"

On the moral plane, Rasco commented: "It seems inconceivable that our city fathers can morally justify singling out pinballs as evil influences when other industries to gamble are allowed to flourish. We tread on dangerous ground when we allow the City Council to pass an ordinance which can be not be morally justified."

The legal position cited by Rasco is the basis on which the operators—thru Stanley G. Terry—have taken the 1951 Portland ordinance to the Supreme Court of the United States (The Billboard, October 23).

As set forth by Terry's attorney, Wilbur Henson, the argument contends the seizure provision in the ordinance amounts to unconstitutional seizure of property. That was the legal position that in 1951 won an injunction against the city enforcement of its ordinance.

When the city appealed to the

Oregon Supreme Court, Terry's legal position changed to a contention that the city exceeded its authority in banning an operation the State had sanctioned by licensing. The city won that round when the high court held the city to be within its rights in seeking to police what the State had licensed merely as a revenue-producing action.

Terry this week took note of a 1947 opinion by the then State attorney general, George Neuner.

(Continued on page 83)

OPS' ARTISTRY

Refinish Game, Juke Cabinets, Up Takes

• Continued from page 74

popping up at closet and bankruptcy sales.

The techniques of refinishing coin machine cabinets is being continuously taught to the employees of the F. & P. Novelty Company by Pelligrino. He insists that his route men learn how to handle practically all necessary repair and maintenance work on their equipment. Machines brought into the shop are carefully checked to see if their appearance could be improved with refinishing. "Touch up" and complete painting and lacquering of machines keeps the men occupied at profitable tasks during the occasional hours when they are not checking locations on the routes.

Refinishing coin machines, points out Pelligrino, is a relatively simple job, compared to other types of equipment. Practically all cigarette machine cabinets are made of metal. Refinishing jobs are necessary at intervals to remove scratches and nicks. Procedure to follow on cigarette machines, says Pelligrino, is

ROUTE SUCCESS

Rotation Key To Top Money, Game Ops Says

MIAMI, Nov. 27.—A keen sense for rotating your equipment so that the operator gets the most out of every location is one of the elements responsible for the success of the Bishop Amusement Company.

Morry Horvitz, who also operates routes, explained it this way: "You must move your machines around in order to get top money. When a piece of equipment begins to fall off in play, regardless of the reason, we replace it with another one promptly. Almost invariably, the substitute game will stimulate play immediately."

The oldest piece of equipment on Horvitz's route is one year old. "You must have good taste on the route if you want to make money," he said. "Top equipment we are able to get minimum guarantees—usually around \$5 or \$10 for a late model pin game, and \$15 to \$20 for the more expensive shuffle allies."

He pointed out that with the present market conditions, the operator of games cannot afford to saddle himself with too many machines in action. Games are split. "Not unless you are sure the spot is good," he added.

Friday and Saturday nights bring the most action on Horvitz's route, he wittily finds, so he gears his servicing and switching of pieces accordingly.

Horvitz and his shop foreman, Evie Bray, are never too busy to need a request for a replacement piece of equipment for a worthy cause. Bishop Amusement has given away nearly a dozen used juke boxes in the past three years.

Cohn Greems Audio-Visual Moppet Device

NEW YORK, Nov. 27.—Nat Cohn, veteran 10th Avenue coin machine distributor, has re-entered the manufacturing field with the formation of the Kiddie Sound Theater Manufacturing Company, with offices at 17 Barclay Street.

The firm will start production in two weeks of an audio-visual moppet 3-D device, with an initial list price of about 15 selections, among them "Santa's Workshop," "The Wizard of Oz," "Little Bo Peep," "Jack Horner" and "Jack, the Giant Killer."

The unit will sell for \$395 and will offer a one-minute show for 15 seconds. The device is 3-D, in color, and with a sound track synchronized with the film. In appearance and operation, the new unit is similar to the 3-D theater previously made by Cohn's Rite Manufacturing Company.

New Shows. Four shows are included in the price of the single-selection device. The operator can obtain new shows by ordering from the National Association of Amusement Parks, Pools and Beaches.

Cohn left Friday (28) for Chicago where he will exhibit the 3-D machine at the annual convention of the National Association of Amusement Parks, Pools and Beaches.

Chi Coin Ships Thunderbolt, New Shuffle

CHICAGO, Nov. 27.—Thunderbolt, a new day-play machine, the bowling game with Flash-o-Matic scoring, a four-way match feature, and a drawing in reels, was shipped to distributors this week.

The object of the Flash-o-Matic scoring is to shoot the puck skillfully to stop a strike or spare count on the highest possible score. The different strike and spare values (flash-o-matic) are used in the scoring, which gives the player a score of 110-200 to 550-800, depending on when the player shoots the puck. Thus, timing is an important element in scoring.

On the first time, a four-way match feature—number, star, crown and horseshoe—flashes on after the game, to award players by matching their scores with the match number, and other match elements. The match number can be changed to award a show up at the beginning of the 10th frame.

Adjusted Score. The Thunderbolt also is adjusted to score with the "advance" type scoring. In this system of play, the player is shown before

(Continued on page 85)

Indiana Legislature To View Anti-Pin Bill

INDIANAPOLIS, Nov. 27.—A bill designed to outlaw free-play pinball games as professional gambling devices and make it a felony to possess them will be offered to the Indiana legislature when it meets in Indianapolis, Nov. 28.

The bill, to be introduced by Senator Elmer E. Smith of C. H. Brook, is expected to be similar in its major points to the statute called the "Hasbrook law," which was enacted in April 13, 1953, but was later declared unconstitutional by the State Supreme Court. (Hasbrook will serve as a

State senator by virtue of election to the Indiana House of Representatives.)

The Hasbrook law made it a felony to possess coin-operated equipment which paid out cash or prizes or offered free play to anyone except members of fraternal, patriotic, charitable and fraternal clubs. Because of these exemptions, which were in contradiction to the Indiana Constitution, the law was declared invalid.

The new bill is expected to

(Continued on page 85)

Binks to Bow New-Type Game

CHICAGO, Nov. 27.—Binks Manufacturing Company announced that it was readying a new-type coin-operated game.

While details on the game were not available, Mel Binks, president, says that the new product was "an entirely different kind of game."

4219-36 W. LAKE STREET, CHICAGO 24, ILL.

NEW! FASTER! MOVING TARGETS!

Keeney DELUXE

SPORTSMAN

HIGHER
SCORES

BIG EXTRA BONUS:

New MATCH-A-SCORE "0 to 9" gives player 10-50-100-200 or 500 Award Points!

SPEEDIER
PLAY!

FEATURES

- Rabbits—Pheasants—Ducks POP-UP on mystery basis!
- Roving Targets always on-the-move in realistic 3-D colorful hunting scene!
- Slug Rejector • Standard 6 volt bulbs
- Genuine Regulation Hunting Rifle!

TIME

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BONUS POINTS added to score for each unit of time under 60. Timer can be set to stop at 100-200-300-400 or 500 at option of operator.

Cabinet
only
29 in.
at widest
point.

5 DUCKS in back row.....3 points each
5 PHEASANTS in center row.....20 points each
5 RABBITS in first row.....2 points each

IMPORTANT!

This original combination of roving POP-UP TARGETS creates a brand new desire for competitive target shooting thru a true test of marksmanship.

also AVAILABLE AS *Keeney's*
SPORTSMAN
without Match Feature or Replay Button

SEE YOUR KEENEY DISTRIBUTOR NOW!

J. H. Keeney & Co., Inc.
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25
SHOTS
10c

SEE IT! TRY IT! Keeney's Deluxe Sportsman far surpasses any gun you've ever operated. It is without equal for producing gun game profits!

Headquarters for BEST BUYS in USED Bally Games

Just buy one, see why you pay a little more—and be glad you did! It's worth it! MONEY BACK IF NOT SATISFIED. Write, Nick to Call.

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ATLANTIC CITY	110
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We stock the most complete line of thoroughly reconditioned Wurlitzer, Seeburg, AMI, Rock-Ola and Evans music machines. Also the finest line of reconditioned pin games, arcade equipment, shuffle tables and kiddie rides.

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COMPANY
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Seeburg Hideaways
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Terms: 1/3 Deposit, Balance C.O.D.

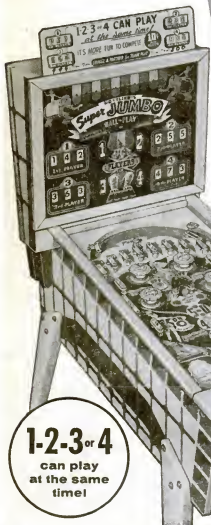
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• MULTI-TILT FEATURE Action continues for remaining players even though one or more players fill out their own scores.

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• MODERN MASSIVE CABINET.

• BURGLAR-PROOF CASH BOX.

• ADVANCE DESIGN SCORING UNITS! A Gottlieb perfected unit with heavy duty cells; metal drums for easy cleaning.

- 1 to 6 Rotation Sequence Awards Replay.
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- HIGH SCORE TO 7 MILLION.
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- 3 Pop Bumpers.
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can play
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AT YOUR
DISTRIBUTOR
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WORLD WIDE..The Latest—The Best..ALWAYS!

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120 or 50 SELECTION
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United CARNIVAL GUN
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A.M.I.
MODELS D-30, D-40,
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BANNER 6465 IMPERIAL 5216
ACE 270 CLASSIC 325
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